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BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

PUBLIC LIBRARY
OCT 12 1948
DETROIT

A MESSAGE THAT MAY CHANGE YOUR IDEAS ABOUT ADVERTISING

Friday, gentlemen, is <u>not</u> the only day in the week

It's been common practice to slap most food advertising into a Friday medium, on the theory that most food shopping happens on Saturday. Now comes WOR, no upstart in the field of selling food (20% of our accounts are food accounts), to tumble the apple cart.

A recent survey on food-buying habits in metropolitan New York, conducted for WOR by an independent outfit, has turned up some explosive data. 2,000 housewives, plus a group of supermarket men, were plied with questions. And we discover that:

More women food-shop on Friday than on Saturday. The percentage of women who food-shop all through the week is larger than either the Friday or Saturday total!

This means one thing: the weekly advertising splurge is as inadequate as a tea strainer in a trout stream. Only across-the-board, day-in-and-day-out "reminder" advertising can give you food men a real bite out of the richest food market in America. And that means a daily job on WOR.

Gentlemen: We'd like to show you the breakdown of the survey.

WOR

heard by the most people where the most people are

mutual

If You REALLY Want to Know...

IF you really want to know whether an advertising campaign will work, there's one sure way to find out . . . TRY IT. If you really want to know if a product or package is right, a selling theme strong . . TRY IT. And you **can** try it in WLW-land in a manner not possible elsewhere. For WLW-land is a true cross-section of America—an ideal proving ground for new products, new ideas, new techniques.

In WLW's Merchandise-Able Area live thirteen and a half million people. Here are rich folks and poor. Here are farming hamlets and mighty industrial cities. Here are parts of the east, the mid-west, the north and the south. Here is a true mirror of America in all of its varied aspects.

And here is a great radio station, covering the area as a network covers the nation—dominant in some cities, less dominant in others—reaching millions of people every day, but like any other medium or combination of media, not reaching all the people all the time. The conditions your selling effort will face in WLW-land are those it will face elsewhere. Truly, as WLW-land goes, so will go the nation.

But that's only half the story.

Not only does WLW's Merchandise-Able Area provide an ideal proving ground, WLW also offers facilities and services not equalled by any other radio station. Selling "time-on-the-air" is not the beginning and end of its service to advertisers. Rather, WLW believes it is a duty to help advertisers know their problems and solve them . . whether these problems relate to distribution, packaging, product, dealer and consumer attitude, or what. And with "know how" peculiar to the area, plus manpower to do the job, The Nation's Station is in a position to give service that is truly unique.

AMONG WLW'S SERVICE FACILITIES . . .

People's Advisory Council
to determine program preferences and for general consumer market studies.

Consumer's Foundation
to determine consumer reaction to products and packaging.

Merchandising Departments
to stimulate dealer cooperation, check distribution, report attitudes, etc.

Test Stores
to check potential buying responses, effectiveness of new packaging, displays, etc.

Buy Way
monthly merchandising newspaper for retailers and wholesalers.

Specialty Sales
senior drug sales force to help secure basic distribution or supplement current sales or distribution.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation

Don't overlook this $2 billion market

in your TELEVISION plans

The same folks who have made WMC and WMCF your best buy in Memphis will soon be on the air with WMCT, the Mid-South's *first* Television outlet. "T Day" is set for December—and that "ain't far off"!

Make your plans now!

TV sets are being sold and installed throughout Memphis—WMCT's new equipment and its complete engineering staff are getting ready to begin operation. It's time to make *your* wishes known.

Service, and plenty of it!

In addition to one large studio 28x34 ft., WMCT has an auditorium seating 1,050 people, complete with spacious stage, dressing rooms and scenery storage. Equipment is the finest, RCA throughout. Includes: one RCA mobile unit complete with micro-wave relay equipment; two studio cameras; two field cameras; three movie cameras—one with sound; two 16 mm. slide projectors; balopticon; Houston film processor; and B & H printer. WMCT will be completely staffed and equipped to give you the finest TV service available anywhere.

It won't be long!

We're past the planning stage—WMCT's new transmitter has been tested—all equipment installed—We're almost ready to go. How about *your* TV plans for this *major* market?

WMCT

CHANNEL 4

MEMPHIS, TENNESSEE

NATIONAL REPRESENTATIVES • THE BRANHAM COMPANY

WMC - WMCF - WMCT *owned and operated by the Commercial Appeal*

lished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

SILENCE surrounding joint move of Television Broadcasters Assn. and NAB to work out cooperative operation may be broken in near future. Understood spokesmen for two associations will huddle before another fortnight.

FAR from thought of merging with NAB, some forces within Television Broadcasters Assn. would like to get paid executive to broaden operations in its sphere of activity. Unconfirmed report: FCC Chairman Wayne Coy may be offered presidency after elections.

ARMOUR Co., Chicago, interested in sponsoring first half of Kay Kyser daytime half-hour show, five weekly on ABC. Lever Brothers dropped option [BROADCASTING, Sept. 27]. Pillsbury Flour will sponsor latter quarter-hour five weekly.

REPORTS from TV hinterlands indicate construction permit holders, notably in non-basic markets, are going ahead full pace on installations despite allocations freeze which could give them breather. It's because stations feel that in any ultimate reallocation, low bands might well go to larger centers, with UHF operations in secondaries.

DEMOCRATIC National Committee starting three-a-week afternoon show on ABC today (3:45 p.m., Mon., Wed., Fri.). Details kept under wraps until kickoff but understood political talk will be heavily sugar-coated with entertainment to woo women listeners—and voters—away from soap operas and other familiar daytime fare.

IN RE TV, comments of NBC Washington Vice President F. M. (Scoop) Russell at network management meeting week ago at White Sulphur Springs, are taking hold. He describes low band as ultimate "clear channels" of TV, with UHF as haven of regionals and locals of future.

AT PRICE of $28,259.60 and subject to FCC approval group of California broadcasters have acquired from James B. Littlejohn, president, and other stockholders, 55.35% stock control of KOPP and KOPP-FM Ogden, Utah. Group includes Riley R. Gibson and Roy W. Sinor, manager and commercial manager respectively of KREO Indio, Calif.; Richard T. Sampson, engineer and former San Bernardino station operator; N. Pratt Smith, KOPP sales manager. Deal handled by Blackburn-Hamilton Co., KOPP operates with 1000 w daytime on 730 kc.

ALTHOUGH all parties are noncommittal, it's now learned that when Truman entourage took to rails last month, White House sent hurry-up call for J. Leonard Reinsch to resume status as radio adviser, which portfolio he had held for first two years of Truman tenure. Mr. Reinsch was engrossed in Herculean task of installing new million-dol-

(Continued on page 86)

Upcoming

Oct. 11-12: NAB District 6, Buena Vista Hotel, Biloxi, Miss.

Oct. 11-13 AAAA Pacific Council Meeting, Arrowhead Hotel, Arrowhead Springs, Calif.

Oct. 12-13: NAB FM Executive committee, NAB Hdqrs., Washington.

Oct. 14-15: NAB District 5, Biltmore Hotel, Atlanta.

(Other Upcomings on page 60)

Bulletins

FCC granted authority Friday afternoon to Westinghouse Electric Corp. for Stratovision relay of sixth and seventh World Series games (if played) from Boston to midwestern TV network (early story page 67). Plane would fly over western Pennsylvania. MBS understood to have approved series pickup by Westinghouse. Stratovision plane to relay signal of WMAR-TV, Baltimore Sunpapers station, to midwest from point 25,000 feet above Pittsburgh.

PETRILLO-RECORD SESSION AGAIN LACKS RESULTS

AFM PRESIDENT James C. Petrillo continued negotiations with recorders at hour's session in New York Friday. Next meeting scheduled today at 2 p.m. Statement issued after Friday's meeting said ". . . General recording situation was discussed. Both sides are striving for a mutually satisfactory solution." (See earlier story page 22). Reporter who stuck head in open door of conference room as meeting began and asked, "What's the score?", was told "2 to 0". Conferees were huddled around radio listening to World Series broadcast.

WJBK-TV DEBUT

WJBK-TV, Fort Industry Co. station in Detroit, went on air Friday with initial program—first midwestern network telecast of World Series. Station operating on interim basis but will file for commercial permit. Record claimed in fast installation of GE transmitter, which arrived in early September and was on air with test pattern in little over three weeks. Games microwaved to WJBK-TV by way of AT&T from Toledo—where Fort Industry Co. operates WSPD-TV.

Business Briefly

BUS FIRMS USE RADIO ● Continen Santa Fe Bus System of California and C tinental Bus System of New Mexico and A zona carrying heavy radio schedule in th markets: Albuquerque, N. M.; Phoenix a Flagstaff, Ariz.; San Diego, Los Ange Long Beach, San Francisco, Oakland, Fres Stockton and Bakersfield, Calif. Agency, L nan Sanders, Dallas.

SERIES TV SPONSORS ● World Ser sponsors announced Friday by WGN-TV C cago: Nelson Brothers Furniture Co., C cago—*Tenth Inning*, following Friday a Sunday games, George H. Hartman, agen Atlas Brewing Co., Chicago, *World Ser Warmup*, preceding Friday-Saturday-Sund games, Olian Advertising, agency.

CAMERA CAMPAIGN ● Revere Cam Co., Chicago, will sponsor *Jo Stafford Sh* Thursdays, 7:30-7:55 p.m. (CST), 52 we on ABC from Hollywood, effective Nov. Agency, Roche, Williams & Cleary, Chica

AGENCY NAMED ● Televista Corp. America, New York, manufacturers of te vision and radio receivers, appoints Arn Cohan Corp., New York, to handle advert ing. Many types of media will be used.

TRANSCRIBED SPOTS ● Carnation (Fresh Milk Division), Los Angeles, runni 25 transcribed spots weekly for 13 weeks KQW, KGO and KFRC, all San Francis Agency, Erwin, Wasey & Co., Los Angeles.

CLUB ALUMINUM RENEWS ● C Aluminum Products Co., Chicago, Nov. 2 news *Club Time*, ABC, Tuesdays, 9:45 a.m. (CST) for 52 weeks. Agency, Leo Bu ett, Chicago.

MBS CO-OP SALES INCREASE 20% OVER LAST YEAR

MBS cooperative program sales are 20% ab a year ago at this time, according to B Hauser, network's director of cooperative p grams.

Mutual co-op sales to Sept. 30 totaled 1,2 compared to 1,004 by same date last year, M Hauser said. Latest total represents more th 1,700 individual sponsors, he said. Mutual co-op leader is Fulton Lewis jr., whose ne commentaries are sponsored on 314 stati *Kate Smith Speaks* is second with 146 stati

CHEVROLET DRAMA AWARD

CHEVROLET DEALERS ASSN., whose vi dramatic program *Chevrolet on Broadw* starts tonight (Oct. 11) as Monday 8-8:30 p feature on 7-station NBC-TV network, off ing award to author of best drama of 13-we series. Television editors of daily and indus papers to serve as judges.

Mid-America's 213 Counties Produce 9.3% of the TOTAL U. S. Net Farm Income*

A Timebuyer's Guide
to
KCMO's Mid-America

Yes, farmers in the 213-county Mid-America area covered by KCMO produce nearly 10% of the net farm income of the whole United States!

Mid-America *is* truly a farming center. And—Mid-America's farmers had an average *net* income of $4139 in 1947 . . . over $1000 higher than the national farm average.

Farming is "big business" in Mid-America and because it is, Mid-America's farmers *have* to keep up-to-the-minute on new farm methods and latest market reports. That's why so many of Mid-America's farmers rely on KCMO's farm service programs. To sell your product to Mid-America's wheat-and-corn-rich farmers, center your selling on KCMO.

50,000 WATTS DAYTIME—*Non-Directional*

10,000 WATTS NIGHT—*810 kc.*

National Representative: JOHN E. PEARSON COMPANY

** Net after business expenses—personal taxes not included. Statistics from 1947 Sales Management Survey of Buying Power.*

FACTS FOR STATISTICIANS

Re:-Mid-America

Population: 5,435,091

Area: 213 counties inside measured ½ millivolt area. Mail response from 466 counties (shaded on map) in six states and 22 other states not tabulated.

Population Distribution: Farm, 48%; City, suburban, and small towns, 52%.

Farms: 422,380

Net Farm Income: $1,747,147,000*

Average Mid-America Net Farm Income: $4139*

Average US Net Farm Income: $3084*

KCMO

and KCFM...94.9 Megacycles
KANSAS CITY, MISSOURI
Basic ABC for Mid-America

One Does It-in Mid-America!

ONE station • ONE set of call letters
ONE rate card • ONE spot on the dial

Music's Most Glorious Voice*

Music, News and Sports—that's what WHHM is known for and that's what helps WHHM deliver

MORE LISTENERS PER DOLLAR IN MEMPHIS

Let the jingle of the cash register be merry music to your ears. It's no news to wise timebuyers that WHHM is that station with the High, Happy Hoopers and it's certainly fine sport to sit back and watch sales grow.

WHHM

Mid-South's Station for Music, News, Sports

MEMPHIS, TENNESSEE

PATT McDONALD, manager

FORJOE & CO., representatives

Member of Association of Independent Metropolitan Stations

**Hear the Mellow Tones of the Hamond Organ*

BROADCASTING
TELECASTING

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FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Fourth issue: Milestones

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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William L. Thompson, *Manager;* Jane Pinkerton

HOLLYWOOD BUREAU
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James Montagnes.

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® Reg. U. S. Pat. Office

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FIGURES DON'T LIE . . .
But They Often Mislead!

In a recent report reflecting migration between the states, the U. S. Census Bureau listed Oklahoma as one of nine states which have lost population. Numerically, the point is conceded—BUT . . .

THERE'S MORE TO THE PICTURE THAN MEETS THE EYE . . .

FOR INSTANCE—The wealthy 26-county KTUL trade area of Northeastern Oklahoma—with Tulsa as its hub—actually FORGED AHEAD IN POPULATION, due to expanding industrialization.

RADIOWISE—It has ALSO shown a DECIDED INCREASE IN THE NUMBER OF RADIO FAMILIES. BMB's new and corrected county and city radio ownership report for 1948, credits the KTUL coverage area with:

245,580 RADIO FAMILIES as compared with 196,710 in 1946.

THIS MEANS—

A "BONUS" INCREASE of 48,870 RADIO HOMES

in KTUL Service Range — Another Sizable City of Radio Listeners.

FURTHERMORE—Tulsa's business index for the first six months of 1948 shows a marked upswing in buying volume and earnings—this coupled with an expected $150,000,000 annual recreation "bonanza" for Northeastern Oklahoma, developing from a half-billion dollar dam construction program, already well advanced.

TO THIS ADD—Sales Management's 1948 Survey of Buying Power estimates for the KTUL TRADE AREA: Gross Effective Buying Income—$878,774,000: Gross Farm Dollars—$121,312,000: Total Retail Sales—$587,952,000: Food Sales—$151,697,000: General Merchandise Sales—$82,224,000: Drug Sales—$23,717,000.

TULSA and NORTHEASTERN OKLAHOMA are RICH, DEVELOPING MARKETS . . . KTUL HOLDS THE KEY!

Avery-Knodel, INC.
RADIO STATION REPRESENTATIVE

KTUL

TULSA, OKLAHOMA

John Esau
Vice-President and General Manager

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Lawyer on Giveaways

EDITOR, BROADCASTING:

As one who has been engaged in the practice of radio law for nearly twenty years, I take this means of delivering a message . . . in radio's greatest media of communication to the broadcasters. I hope it will provoke enough thought to command at least some attention by . . . the Federal Communications Commission.

The American public is fast becoming a patient whose disease will be diagnosed as radioneurosis. This neurosis is being thrust upon the American public through the so-called giveaway programs which not only violate the Federal law, but completely rape good taste in American broadcasting. Sooner or later, some unsuspecting soul is going to pick up the telephone and find that because he has left one letter off of the title of a song he will have missed winning a lifetime fortune. Such disappointment could very easily result in heart failure to the unsuspecting victim and then the networks and sponsors will have blood stains on their hands.

Please do not underestimate this prediction. Only recently, on a national network program, an individual failed to win a fortune of $27,000 because he was slightly in error regarding the title of a song, which means absolutely nothing except a way for sponsors to spend tax money in advertising. It is not a healthy condition, . . . good radio, . . . is being threatened . . . I am very conscious of the fact that there are strong elements who will oppose my thinking. I represent three radio stations and I believe I know what "good programming" means. Certainly a continuation by the Federal Communications Commission or any branch of our Federal Government of "gift enterprise programs" cannot possibly fit into the definition of operating a radio station in the public interest, convenience, and necessity.

David Randolph Milsten
Milsten, Milsten, Johnston & Morehead
Tulsa, Okla.

* * *

Cleveland TV Booms

EDITOR, BROADCASTING:

. . . the sale of sets in this area has gone forward at a dizzy pace since our last report and we only at this time give you an supported opinion that there more than 10,000 installed set the area. Many of the major tributors have no merchandise for their dealers. Many dea not only have sold out everyth on hand but have a comfort list of backorders. We are runn 5 and 6 hours of test pattern d to permit all these new sets to installed . . .

James C. Hanrahan
General Manager
WEWS (TV) Cleveland

* * *

Holdings in WVLK

EDITOR, BROADCASTING:

My attention has been called your weekly magazine of Sept. on page 76 thereof, to the col headed "'Happy' Sells WVLK Scripps-Howard Radio." I m particular reference to the sentence in paragraph four of article, reading as follows: "Re realignments in the ownership h just been reported to FCC, cluding a reduction of Presi Chandler's holdings and with G J. Fred Miles, of Louisville, coming one of the principals."

. . . Gen. Miles does not ow single share of the common or p ferred stock of the Bluegr Broadcasting Corp., the license radio station WVLK . . . Of the standing common stock of L shares Robert F. Miles, son Gen. Miles, owns, in his own ri 250 shares . . . Mrs. Georgia E. Miles, the wife of Gen. Miles, ow in her own right, 165 shares the preferred stock.

Gen. Miles has no financial terest in the ownership of Bl grass Broadcasting, and no inter other than the usual interest o father and husband in the inve ments of members of his family.

Eli H. Brown III
Brown and Eldred
Louisville

* * *

Knuckle Gnawer

EDITOR, BROADCASTING:

Some scoundrel has walked with my desk copy of the 19 Yearbook, and my irritation a inefficiency are daily mounting

Is there anything that can done to ease the tension? Or m I gnaw my knuckles waiting f the 1949 issue?

H. B. McCarty
WHA Madison, Wis.

Editors Note: Our supply is deple We hope '49 will be in time.

* * *

Applause for Staff

EDITOR, BROADCASTING:

. . . a great deal of thank all of the members of the smoot organized staff whose job it to keep the magazine going wh the subscriber goes. Your depa ment is probably one of the l among major magazines. . .

Don Hopkins
WTAN Watertown, N. Y.

No other station—

Chicago or elsewhere—

COVERS

South Bend . . .

only WSBT does that!

Sure, other stations *can* be heard in South Bend — but the audience *listens* to WSBT! This station always has been, and still is, the overwhelming choice of listeners in the South Bend market. No other station even comes close in Share of Audience. Look at any South Bend Hooper for convincing proof.

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

Broadcasting's Best...

—now available from stock

These are the network favorites.

Year after year they serve more broadcast and television audiences than any other microphone. Yet, despite their overwhelming popularity, RCA's engineering continues to make both even better than before.

The 44-BX is the bi-directional type—designed for AM, FM, and TV studios where highest quality reproduction is desired. It provides high-fidelity output over the entire audio range—and is free from cavity or diaphragm resonance and pressure doubling.

The 77-D is the polydirectional type . . . quickly adjustable to *any* pick-up pattern you want. A 3-position voice-music switch enables you to select the best operating characteristic for voice and music. *Hum pick-up level, —126 dbm!*

RCA 44-BX and 77-D microphones are yours for immediate delivery. Simply call your RCA Broadcast Sales Engineer. Or write Dept. 19 JB, RCA Engineering Products, Camden, New Jersey.

The One Equipment Source for Everything in BROADCASTING is RCA

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Profits Await Advertisers in these 5 Markets

WORK
YORK, PA.
ESTABLISHED 1932

WEST
EASTON, PA.
ESTABLISHED 1936

WKBO
HARRISBURG, PA
ESTABLISHED 1922

WGAL
LANCASTER, PA.
ESTABLISHED 1922

WRAW
READING, PA.
ESTABLISHED 1922

Represented by
ROBERT
MEEKER
ASSOCIATES
NEW YORK • LOS ANGELES
SAN FRANCISCO • CHICAGO

STEINMAN STATIONS

Feature of the Week

Trailer used by RRN for remote broadcasts.

THE conviction that radio is not getting sufficient and specialized farm information to farmers has resulted in the establishment of the Rural Radio Network Inc. [BROADCASTING, Aug. 16]. Located in New York State, and wholly-owned by 10 farm organizations, the FM network provides service for 118,000 New York farms.

Headquarters are at Ithaca. Other stations are in Wethersfield, Bristol Center, DeRuyter, Cherry Valley and Turin. Each station has a 250-w GE FM transmitter with effective radiated power of 1.3 kw. Service areas overlap, making possible the all-radio network. Each of the transmitters is located at an elevation of at least 2,000 feet, offering line-of-sight transmission

(Continued on page 82)

On All Accounts

HE DRINKS Dad's Old Fashioned Root Beer and eats Joy Candy because he wants to, not because they happen to be two highly remunerative accounts he originated, claims Arthur M. Holland, owner of Malcom-Howard agency in Chicago.

An advertising executive who has never been anything less in his professional career, Art has "promoted some kind of product" ever since he was 18. Born in Chicago in 1907, he attended local elementary schools and Crane Technical High school. Graduating at 16, he enrolled for commerce studies at Northwestern U. and surmounted work-and-school barriers by completing three full years of academic studies in four years of night school.

ART

After snaring a lead from an employment agency, he applied for a job as assistant advertising manager of End-O-Corn Labs. (pharmaceuticals), now operating in Vermont, and was hired. One year later, at the age of 19, he was given the title of advertising manager. His duties, concentrated on buying newspaper space, left him occasional evenings to woo and win Ann Peltz, whom he met at a friend's home. On Art's 20th birthday, the couple was married. A 12-year-old son, Eugene, is attending the U. of Chicago laboratory school.

Switching to Western Manufacturing Co., Chicago, manufacturer of boys' clothing, as advertising manager, Art remained there briefly, and later (by now he's 23) took on similar duties at Newart Clothing Co., where he remained three years. With a backlog of advertising experience and an ingrown desire to expand his already elastic horizons, he organized the Malcolm-Howard agency in partnership with Sol Caplan.

"Caplan supplied the funds, I gave the time, and we both hatched ideas," Art explains. Mr. Caplan, now owner of the Marvin Paper Co., Chicago, one of largest firms of its kind in the country, sold Art his share of the agency in 1934.

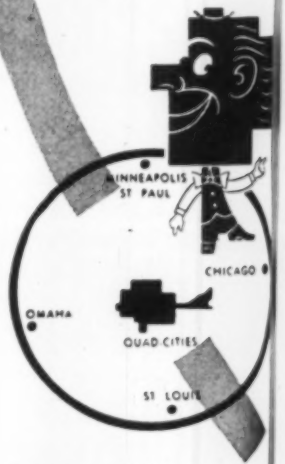
Limiting his accounts to Chicago retail stores at the outset, Art signed for the first time Newart's, Rubin's Clothing Store, Joy Candy Co. and Holland's Jewelers (owned by an uncle), all of which the agency still carries because of a "weird combination of good luck and sentiment," he said.

The Dad's Old Fashioned Root Beer account, created in 1939 by

(Continued on page 79)

WOC
FIRST
in the
QUAD Cities
The 40th retail market
DAVENPORT
ROCK ISLAND
MOLINE
EAST MOLINE

"FIRST station to establish exact timing for beginning and ending of all programs."



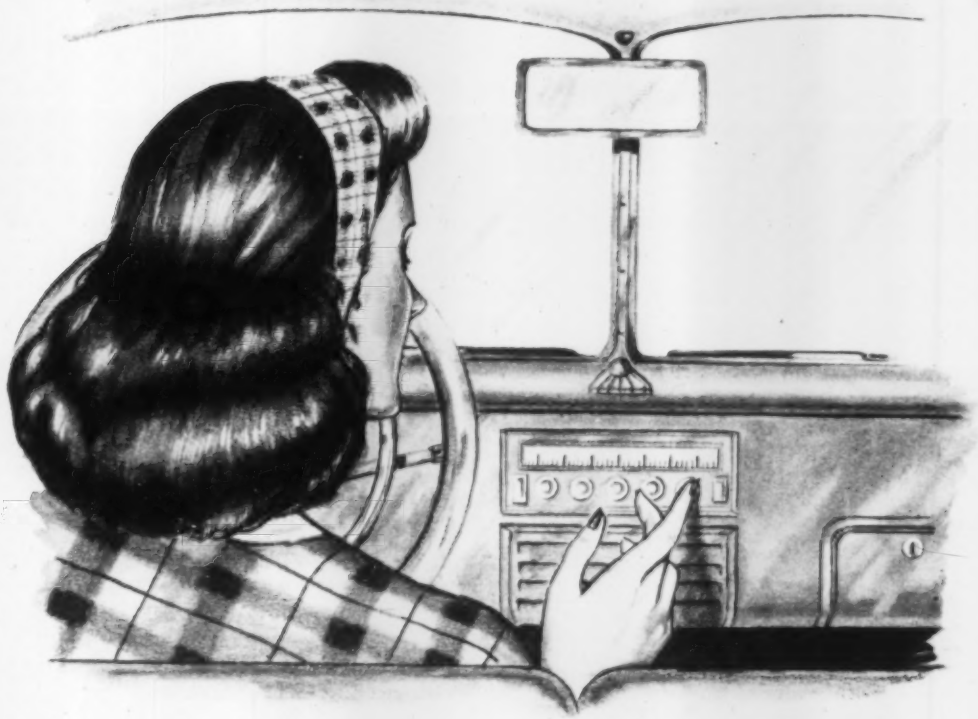
WOC AM 5,000 W., 1420 kc.
FM 47 Kw., 103.7 Mc.
TV C.P. 22.9 Kw. visual and aural Channel 5

BASIC NBC Affiliate
DAVENPORT, IOWA

National Representatives
Free & Peters, Inc.

XUM

IN IOWA THEY TURN ON THE IGNITION—THEN THE RADIO!



THE 1948 Iowa Radio Audience Survey ★ shows that *41% of Iowa car owners have radios in their cars*—that these *extra* ("non-Hooper"!) radio listeners provide a very substantial *bonus* audience!

On long trips, *60.1% of car radios* were reported to be in use "almost all the time" or "quite a bit of the time." On short trips, the remarkably high percentage of 36.6 are heard "almost all the time" or "quite a bit of the time."

Up-to-date, factual information on use of car radios is only one of many new and extremely interesting subjects covered in the 1948 Iowa Radio Audience Survey. They confirm the Survey's 11-year policy of modernizing your old data—"*bringing to light new information* not previously gathered."

For all the information you need about radio in Iowa, write us for your copy of the 1948 Iowa Radio Audience Survey—today—or ask Free & Peters.

★ The 1948 Iowa Radio Audience Survey is a "must" for every advertising, sales, or marketing man who is interested in the Iowa sales-potential.

The 1948 Edition is the *eleventh* annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interviews of 9,224 Iowa families, scientifically selected from the city, town, village and farm audience.

As a service to the sales, advertising, and research professions, WHO will gladly send a copy of the 1948 Survey to anyone interested in the subjects covered.

WHO

+ *for* Iowa PLUS +

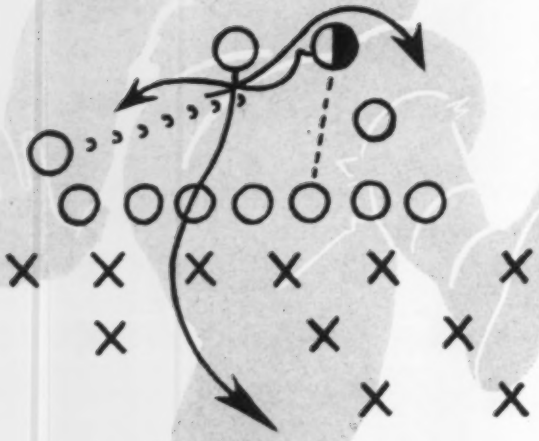
DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC., National Representatives

SMART PLAY



KLAC-TV, the new Los Angeles TV station, looks like a "winner". Before opening last month, KLAC-TV contracted to telecast *all* U.C.L.A. and Southern California games to be played in L. A. this fall. Now KLAC-TV has appointed Adam J. Young, Jr., America's top radio and television representatives, to tell national advertisers the KLAC-TV story. With this kind of sure-fire programming, KLAC-TV can't miss!

Adam J. Young Jr.

11 WEST 42nd STREET • NEW YORK, N. Y.

RADIO & TELEVISION REPRESENTATIVES

NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

New Business

WM. WRIGLEY JR. Co., Chicago (chewing gum), sponsoring fi Madison Square Garden rodeo sessions on CBS-TV. Wrigle sponsored events to be carried by WCBS-TV New York, WCAU TV Philadelphia, WMAR-TV Baltimore, WNAC-TV Boston. Agency Ruthrauff & Ryan.

BIRDS EYE-SNIDER Division of General Foods Corp. on Sept. launched heavy schedule of spot announcements and home economi participations on Northern California radio stations. Campaign back up Birds Eye-Snider expansion in this market under new distributo Stapland Inc. of San Francisco. Agency: Young & Rubicam Inc., Sa Francisco.

PACKARD BELL Co., Los Angeles (radio and television manufacturer contracts for 52 week sponsorship of what is believed to be Souther California's first combined radio-television series, with *Packard Be Television Talent Test* starting Oct. 30 on KFI and KFI-TV. Agency Abbott Kimball Co. Inc., Los Angeles.

PEPSODENT DIVISION of Lever Brothers Co., appoints Ruthrauff Ryan, Inc., New York, as its Canada agency for Lypsyl, lip pomade.

EDGECOMB STEEL Co. names Gray & Rogers, Philadelphia, to hand its radio advertising.

HARRY B. COHEN Adv. Co., New York, appointed to handle Minip Dry Shampoo account for Block Drug Co., Jersey City, N. J.

WINE GROWERS GUILD, Lodi, Calif. (Guild Wine), announces tel vision spot campaign, which includes time on video stations in Ne York, Chicago, Los Angeles and San Francisco, when stations in latte city go on air. Agency: Honig-Cooper Co., San Francisco.

B. F. KUPPENHEIMER & Co. (men's clothing) sponsoring five minut film of newsreel football clips before WNBT New York telecasts of lea ing college grid games this season. Bill Slater does narration for film which review football games and personalities.

ALUMA-LOCK Corp., Portland, Ore. (interlocking aluminum shingles appoints Schultz & Ritz, same city, to handle advertising. Radio wi be used.

JOHN IRVING SHOE Corp., (Boston account) given to Ray Austria & Assoc., New York. Largest radio and television campaign ever use by ninety-unit chain will be launched, agency said. Plans are sti nebulous.

MODE O'DAY, Los Angeles (retail dress chain), Oct. 4 started te minute sponsorship of *Surprise Package* on 14 ABC Pacific station Mon., Wed., Fri., 2:15-2:25 p.m. (PDST). Contract is for 13 week Agency: Glasser-Gailey Inc., Los Angeles.

CUNNINGHAM'S Drug Stores, Detroit, Mich., sponsoring *Cunning ham's Sports Ace*, ten minute football program to precede U. of Michi gan football games on WWJ-TV Detroit. Agency for Cunningham is Simons-Michelson Co., Detroit.

VAN HEUSEN SHIRTS sponsoring Paul Hodges' *Dress and Gues* Fridays at 8:30 p.m. on WEWS (TV) Cleveland. Agency: Grey Ad New York.

NATIONAL BREWING Co., Baltimore (National Premium Beer), sponsor all home games of Washington Capitols Basketball Team WWTG (TV) Washington. Agency: Owen & Chappell Adv., New Yor

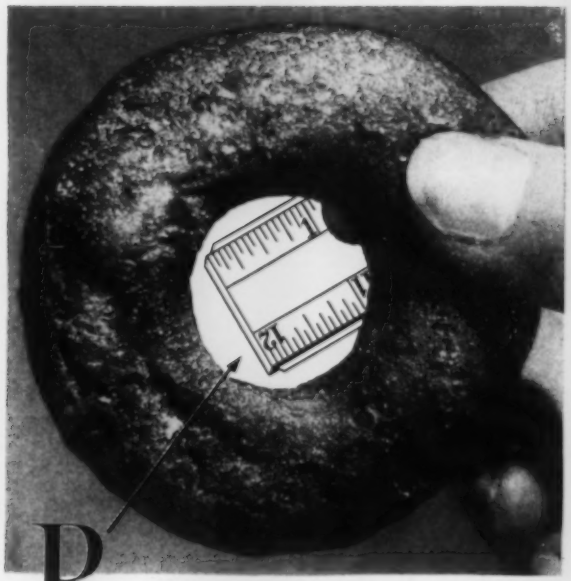
COLONIAL AIRLINES, New York, to sponsor *Swing Into Sports* WABD (TV) New York. Agency is Seidel Adv., New York.

KELLOGG Co., London, Ont., appoints Kenyon & Eckhardt, Toront to handle all Kellogg products in Canada.

BEKINS VAN & STORAGE Co., Los Angeles (moving, storage), Oc 6 started for 52 weeks, *Hollywood Music Hall* on 10 CBS Pacific st tions 8:30 p.m. (PDST). Agency: Brooks Adv., Los Angeles.

(*Continued on page 81*)

Are you one of the foiks who've been buying Pacific Coast Network coverage on the basis of a plus market that—in reality—doesn't exist at all? Isn't it a little like paying for the hole in the doughnut... and isn't it time you asked yourself how much that hole is costing you?



Broadcast Measurement Bureau studies—on a highly impartial basis—prove that each of the four networks on the Pacific Coast has at least 90% coverage of the *entire* market (ABC has 95%)... whether it's little Lemoncove in the Sequoias' shadow, or big Long Beach.

Call in an ABC representative who has the WHOLE story on Pacific Coast network coverage... because we think it's a darned shame for anyone to pay extra for the hole in the doughnut. You'll learn some astonishing truths on the complete picture.

On the coast you can't get away from

A B C

FULL COVERAGE... In counties where BMB penetration is 50% or better; and by virtue of improved facilities, 94.7% of ALL Pacific Coast radio families (94% of its retail sales) are reached by ABC.

INCREASING AUDIENCE... Every month ABC Pacific is a better buy than the month before. Average evening Hoopers are now 37% over 1945; and morning ABC Pacific has been the top Hooper coast network for 10 out of the last 12 months.

PROMOTION... No other network consistently backs its programs with the intense promotion showmanship that makes ABC's programs talked about and listened to. Good ratings depend on good shows, but ABC does give you the coverage and the promotion that helps boost Hoopers.

AVAILABILITIES... ABC still offers extremely worthwhile Pacific Coast availabilities including: 9:00-9:30 p.m. Sunday, 6:30-7:00 p.m. Thursday, 7:00-7:30 p.m. Saturday.

LOWER COST... ABC brings you all this at a cost per thousand radio families as low or lower than any other Pacific network. No wonder we say—whether you're on a Coast network or intend to be, talk to ABC.

ABC PACIFIC NETWORK

NEW YORK: 30 Rockefeller Plaza · CIrcle 7-5700
DETROIT: 1700 Stroh Building 26 · CHerry 8321
CHICAGO: Merchandise Mart Building · DElaware 1900
LOS ANGELES: 6363 Sunset Boulevard · HUdson 2-3141
SAN FRANCISCO: 155 Montgomery Street · EXbrook 2-6544

NETWORK CALIBRE PROGRAMS

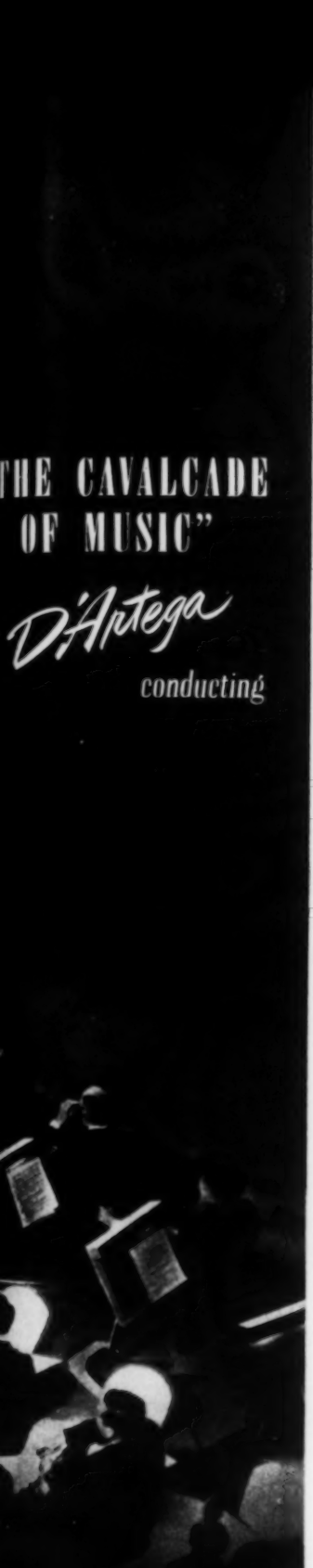
...at local station cost

THE
OF

The old name changeth . . . but the vehicle carries on!

Back in 1931, Stan Boynton coined the name "Spot" for Scott Howe Bowen, Inc., as a means to identify concentrated broadcasting in selected markets, "via transcription"—as opposed to the general plan of network broadcasting. Back in 1931, C. O. Langlois, President of Lang-Worth Feature Programs, Inc., was general manager of the transcription division of Scott Howe Bowen, Inc., which produced the vehicle that made "Spot" (1) a highly successful form of broadcasting for the national advertiser, and (2) provided a lucrative income to radio stations.

Through the intervening years, however, the brainchild of Boynton and Bowen lost its original meaning—and now the industry heralds a second christening. But—though the old name changeth, the vehicle, "via transcription," still carries on as the best means to promote sales in individually desired markets. Today Lang-Worth is foremost in the sincere drive to revitalize this method of national advertising. Therein lies the phenomenal success of the Lang-Worth plan: "Network Calibre Programs at Local Station Cost."



More than 600 advertisers do buy Lang-Worth shows

Broadcasters are welcoming a revival of full-scale national and regional campaigns on selected stations—via transcription. This powerful method of broadcast advertising grew to maturity in the early '30's but withered on the vine through lack of leadership. Recently, modern Argonauts of Advertising "rediscovered" this direct line to consumer sales—and the revival is in full swing!

Two years ago Lang-Worth read the "signs" and began preparations to assist the Industry in a revival that was inevitable. April 1, 1948 it emphasized its position of leadership by announcing a special commercial program service for advertisers and agencies.

Today, after 6 months, Lang-Worth affiliates are servicing 618 individual advertisers with tested programs of network calibre . . . at local station cost.

Sales have been phenomenal—automobiles, groceries, dry goods, tires, drugs, insurance, jewelry, paint, shoes and radios are being advertised and sold by Lang-Worth programs . . . .and *paid for with money that was formerly spent in other media!*

Foremost in the series of special production shows offered by all Lang-Worth stations are:

THE CAVALCADE OF MUSIC: Big-time entertainment, written and produced with tailor-made precision. Features 35-piece pop-concert orchestra and 16-voice chorus under the direction of D'Artega. Spotlights a galaxy of all-star guest acts, such as Tommy Dorsey, Anita Ellis, Vaughn Monroe, the Modernaires, Tito Guizar, Riders of the Purple Sage, Frankie Carle and many others. Acclaimed by advertisers as the most dynamic musical show on transcription. *30 minutes, once weekly.*

THROUGH THE LISTENING GLASS: "Adventures in the Wonderland of Music!" Another brilliant Lang-Worth production starring the radiant voices of the "Silver Strings" under the direction of Jack Shaindlin. Features weekly appearances of the renowned Lang-Worth Choristers and a carousel of guest vocalists . . . Dick Brown, Joan Brooks, Johnny Thompson and others. Program is a kaleidoscope of your favorite music . . . written and performed with dignity, grace and glamour. *30 minutes, once weekly.*

THE EMILE COTE GLEE CLUB: One of the most commercial units in radio today, based on the consistently highest Hoopers of any transcribed feature. This celebrated all-male Glee Club of 16 voices—with soloists Floyd Sherman, Stanley McClellan and Percy Dove—boasts a completely different and arresting "sound" . . . in a repertoire of more than 200 well-known standards, pop-tunes and memory melodies. Program has "class-appeal" to the solid buying class and meets the demand for "across the board" programming. *15 minute shows, 5 times weekly.*

For full listing of Lang-Worth affiliated stations, contact:

LANG-WORTH feature programs, inc.

Network Calibre Programs
at Local Station Cost

STEINWAY HALL, 113 WEST 57th ST., NEW YORK 19, N. Y.

ON THE WASHINGTON SCREEN

FROM A VANTAGE POINT on the second deck of Griffith Stadium, WMAL-TV television cameras are on hand for all the home games of the Washington Redskins. WMAL-TV will also televise Redskin games in Philadelphia and New York . . . and will complete an unbroken 13-Sunday schedule of top pro football by televising four New York Giant games. The portion of the booth shown represents about one-third of the set-up used for the simultaneous broadcast over WMAL-TV and WMAL to a special Amoco network.

← EXCITING . . . DRAMATIC . . . THRILLING! That's the Washington Redskins, sparked by ace passer Sammy Baugh. Through thick and thin, there's nothing as loyal as a Redskin fan. Redskin football games are the most talked about, most important sports event in Washington.

↑ TOPS IN SPONSORS, TOO! The American Oil Company, and Lord Baltimore Filling Stations, do a clever selling job through their "Amoco Man"—who does the commercials in front of a filling station set up in the WMAL-TV studios. The commercials are not only effective—they're interesting!

← HARRY WISMER, America's ace sportscaster, does the play-by-play on TV and AM. Thus, the best in everything is combined to make the Redskin telecasts and broadcasts tops in entertainment.

WMAL **WMAL-TV** WMAL-FM

THE EVENING STAR STATIONS

WASHINGTON, D. C.

Agencies

EDWARD L. (Ned) KOENIG, former account executive with Wes Marquis Inc. and Honig Cooper Co., Los Angeles agencies, joi Hollywood office of Young & Rubicam Inc., in same capacity.

HAMILTON WILSON, of Foote, Cone & Belding International, tran ferred from London to New York overseas staff of agency. He was wit agency's London office for two years and before that with J. Walte Thompson, Toronto.

BILL GRAHAM, former promotion manager and publicity director WSM Nashville, joins Noble-Dury & Assoc., Nashville, as account exec tive.

Mr. Graham

CLARKE R. BROWN appointed director of radio and television dept. in St. Louis office of Gardner Adv. Co. **MAY KOHLER** appointed assistant director.

ARCHIBALD DOUGLAS, account executive in New York office of Erwin, Wasey & Co., transferred to Los Angeles office in same capacity. **EARL HOWRY** also joins agency as account executive.

MILTON H. HOFFMAN, Allied Adv., Los Angeles, account executive, and Janet Hammerdinger, have announced their marriage.

WILLIAM P. WALKLEY, formerly associated with National Assn. Manufacturers and the American Mutual Liability Insurance Co., joi staff of John C. Dowd Adv., Boston.

GLENN KYKER joins Powell Grant Adv., Detroit and Cleveland, radio and television director. **GEORGE BURDICK** appointed accou executive and production chief for firm. His assistant is **FREDERIC R. SITTER.**

T. BIRCHARDE KENVIN, JOSEPH B. CROSSEN, IRVING E. CARL SON and NORMAN MacAFEE join W. Wallace Orr Adv., Philadelphi All four previously associated with advertising.

RALPH H. WITMORE, account executive of Allied Adv., Los Angele is the father of a boy, Ralph H. Witmore, III.

ALAN KENT joins creative staff of Biow Co., New York. He formeri owned his own firm, Kent & Johnson. Mr. Kent will be in charge production of radio commercials and spots for agency.

FEHR GARDNER, president of Allied Adv., Los Angeles, is recupe ating at Temple Hospital, that city, following an appendectomy.

CEDER ADVERTISING Co., St. Paul, has completed purchase of E. McGuire Adv., same city. McGuire agency was opened in 1933, Ceder 1946. Agency will continue to operate from newly enlarged Ceder o fices at 316 Oppenheim Bldg., St. Paul.

MRS. C. HICKMAN PHALEN, formerly with Wiley Frazee & Daven port, New York, joins Wm. Von Zehle, New York, to work on radio a vertising side of agency's fashion and textile accounts.

FORD SIBLEY, San Francisco manager of Foote, Cone & Belding, name member of board of governors of Northern California Chapter, Amer can Assn. of Advertising Agencies. He succeeds Les Moseley, resigne

HENRY GLOWER, former head of his own agency in San Francisc joins Long Advertising Service, that city.

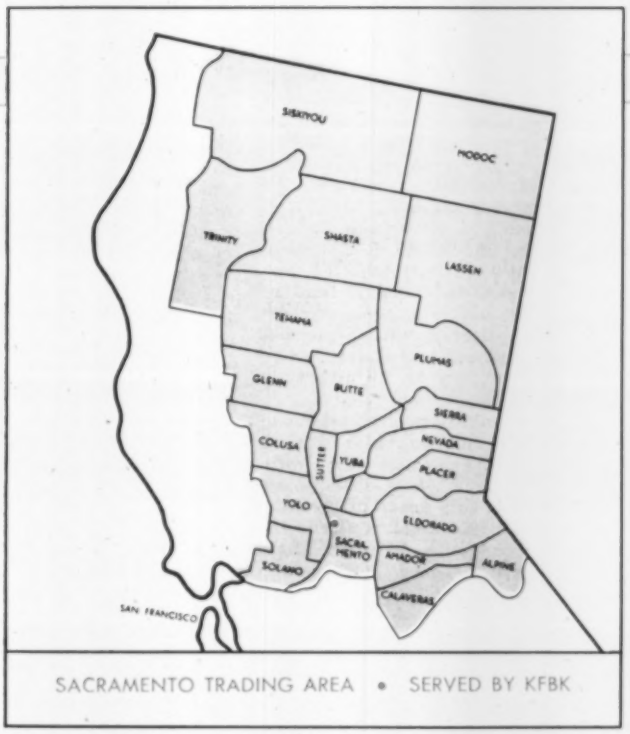
PAUL RADIN assumes post of vice president of William Kester a Co., Oct. 15, following resignation as West Coast motion picture d vision vice president, Buchanan & Co. **FREDERICK N. POLANGI** former Eastern advertising and publicity director of Enterpri Studios, New York, succeeds Mr. Radin. Mr. Polangin formerly operate own Washington firm, specializing in motion picture accounts.

DEUSS-GORDON Adv. Inc., Chicago, announce formation of that o ganization as an outgrowth of Midland Adv. Agency. **EDMUND DEUS** former owner of Midland, is president of new concern. Other officer include: **MARVIN GORDON,** vice president; **EARL COLLING,** cop chief; and **BERNARD BERIN,** research and industrial account directo

For solid coverage of the whole Billion Dollar Sacramento Trading Area

KFBK SACRAMENTO GOES TO 50,000 WATTS

(EFFECTIVE NOW)



SACRAMENTO TRADING AREA • SERVED BY KFBK

ON OCTOBER 2, 1948, at 5 PM, KFBK Sacramento became one of the most powerful stations in the country. KFBK boosted its power to 50,000 watts for one reason: to solidify its coverage of the 21-county Sacramento Trading Area.

How good a market is this part of Northern California? According to Sales Management, it's worth more than $1 Billion in gross buying power . . . worth $765 Million in annual retail sales. In population it outranks Pittsburgh.

Now, KFBK will broadcast a strong, clear signal into every corner of this rich market. And listeners will get KFBK's topflight programs at the same position on their dials—there has been no change of frequency.

KFBK SACRAMENTO, CALIFORNIA

50,000 WATTS • 1530 KC • ESTABLISHED 1922

Affiliated with the American Broadcasting Company
Paul H. Raymer Company, National Representative

Telestatus

REPORT 28

ADVERTISING ANALYSIS—SEPT. 5-1

TOTAL of 358 advertisers used 278 hours of television programs and announcements to sell their wares and services to the video viewing public during the week of Sept. 5-11, according to the September Rorabaugh Report on Television Advertising, based on reports from 32 TV stations in 19 cities, all with TV service at that time.

Included in the total of 358 are 21 advertisers who sponsored 24 programs on the TV networks, 120 spot advertisers (including four companies who were also counted in the network total) and 221 local accounts (Table I). The first week of August [BROADCASTING, Sept. 6], Rorabaugh reported 18 TV network advertisers, sponsoring 21 programs, 122 spot video advertisers (including six who also used network television) and 197 local TV advertisers. The September report shows a 16.7% increase in the number of TV network users, a 1.6% decrease in the spot advertiser total and a gain of 12.2% in the local TV advertiser field.

Analyzed by class of product advertised, the breakdown in Table I shows radios, phonographs and musical instruments (including TV sets) first with 60 advertisers, of which 51 were local dealers. Apparel advertising ranked second with 44 advertisers, 31 of them at the local retail level. Beer and wine advertising was third with 36 accounts. This ranking is identical with that for August.

An analysis of September 5-11 video business by markets (Table II) shows Philadelphia in the lead for the fourth consecutive month, or ever since the inauguration of the Rorabaugh video reports, with 89 active accounts for the week. This is well ahead of the total of 76 accounts reported by New York TV stations during that week, but the two cities are much closer than in August, when Philadelphia had 86 TV advertisers to New York's 65. New York led the Quaker City in the number of network (24 to 22) and spot accounts (42 to 32), but lost the overall leadership in the local field, where Philadelphia boasted 35 advertisers to New York's 10.

New York and Washington were tied for first place in the number of new video accounts, with 17 each. Boston and Chicago also tied for third rank, with 15 new advertisers apiece, while Philadelphia ranked fifth with 14 (Table III).

When the commercial video time for the measured week is broken down by program types (Table IV) sports again count for more than half of the total sponsored TV hours during the week. The 53.3% for Sept. 5-11 is two per cent behind the 55.3% of all TV sponsored time during Aug. 1-7 percentagewise, but in actual time the 148 hours and 10 minutes of sport telecasts during the September week surpassed the August week's sports total time on TV by exactly three hours.

News ranked second in volume of sponsored time on video stations during the September week, with 27 hours and 43 minutes, more than four hours ahead of the total TV news commercial time in the August test week, when this class of video fare ranked third. Variety programs, second in August wh they accounted for 29 hours a 25 minutes of commercial TV time, fell to 17 hours and 25 m utes and to third place in Septe ber. Table V shows the ranki of all TV program types for t two months.

From the amount of time c sumed, video announcements counted for 15 hours and 27 m utes, 5.6% of the total commerc hours (Table VI), a slight g from August when they totaled hours and 10 minutes or 5.0 The number of sponsors of TV a nouncements, however, leaped fr 199 in August to 235 in Septe ber, while the number of televisi program sponsors rose, less sp

(Continued on page 83)

TABLE I

TV Advertisers During Week of Sept. 5-11

	Network	Spot	Local	Total
1. Agricultural & Farming				
2. Apparel, footwear & accessories	3	10	31	44
3. Automotive, automotive accessories & equipment	2	2	27	31
4. Aviation, aviation accessories & equipment				
5. Beer, wine & liquor		36		36
6. Building materials, equipment & fixtures		4	3	7
7. Confectionery & soft drinks		10	2	12
8. Consumer services	1		13	14
9. Drugs & remedies		1	3	4
10. Entertainment & amusements		1	2	3
11. Food & food products	4	13	12	29
12. Gasoline, lubricants & other fuels	2	3	1	6
13. Horticulture		1	3	4
14. Household equipment & supplies	1	6	6	13
15. Household furnishings		1	6	7
16. Industrial materials			1	1
17. Insurance			2	2
18. Jewelry, optical goods & cameras		5	9	14
19. Office equipment, stationery & writing supplies		2	3	5
20. Publishing & media		3	4	7
21. Radios, phonographs, musical instruments & accessories	3	6	51	60
22. Retail stores & shops			14	14
23. Smoking materials	2	5	1	8
24. Soaps, cleansers & polishes	1	3	5	9
25. Sporting goods and toys		1	2	3
26. Toiletries	2	4	2	8
27. Transportation, travel & resorts			3	3
28. Miscellaneous		3	15	18
TOTAL	21	120	221	362*

*Larger than the actual total as four network activities also use spot TV advertising.

* * *

TABLE II

Markets and Types of Accounts, Sept. 5-11

Market & Stations	Network Accts.	Spot Accts.	Local-Retail Accts.	Total Accts. Sept. 5-11	Total Accts. Aug. 1-7	Gain or Loss
Baltimore (2)—WBAL-TV, WMAR-TV	22	17	33	72	62	+10
Boston (2)—WBZ-TV, WNAC-TV	14	9	6	29	23	+6
Buffalo (1)—WBEN-TV	2	8	5	15	15	—
Chicago (2)—WBKB, WGN-TV	1	30	14	45	40	+5
Cincinnati (1)—WLWT	3	12	3	18	17	+1
Cleveland (1)—WEWS		9	7	16	13	+3
Detroit (1)—WWJ-TV	4	10	9	23	20	+3
Los Angeles (2)—KTLA, KTSL	1	17	23	41	41	—
Milwaukee (1)—WTMJ-TV	3	5	17	25	20	+5
Minneapolis (1)—KSTP-TV	2	3	2	7	7	—
New Haven (1)—WNHC-TV	3	4	11	18	13	+5
New York (6)—WABD, WATV,* WCBS-TV, WJZ-TV, WNBT, WPIX	24	42	10	76	65	+11
Philadelphia (3)—WCAU-TV, WFIL-TV, WPTZ	22	32	35	89	86	+3
Richmond (1)—WTVR	15	3	6	24	20	+4
Salt Lake City (1)—KDYL-TV	1	3	4	8	9	—1
Schenectady (1)—WRGB-TV	16	4	—	20	21	—1
St. Louis (1)—KSD-TV	4	10	7	21	17	+4
Toledo (1)—WSPD-TV	3	5	15	23	28	—5
Washington (3)—WMAL-TV, WNBW, WTTG	24	18	29	71	60	+11

*WATV reported no spot or local business during the week of Sept. 5-11.

TABLE III

Newly Active Accounts Reported for First Time in September

	Network	Spot	Local-Retail	To
Baltimore	5	3	7	1
Boston	5	2	1	
Buffalo	1	3	1	
Chicago	1	8	6	1
Cincinnati	1	1	1	
Cleveland		2	2	
Detroit	2	1	2	
Los Angeles	1	4	6	1
Milwaukee	1		11	1
Minneapolis	1			
New Haven		1	5	
New York	5	9	3	1
Philadelphia	5	5	4	
Richmond	3		4	
Salt Lake City	1		1	
Schenectady	4			
St. Louis	2	2	1	
Toledo	2			
Washington	5	3	9	1

* * *

TABLE V

Rank of Video Programs (Commercial By Broadcast Hours

	Week Sept. 5-11	Wee Aug.
Audience Participation	11	
Childrens	7	
Discussion	9	1
Drama	4	
Education	10	
Musical	6	1
News	2	
Quiz	8	
Sports	1	
Special Events	12	
Variety	3	
All Announcements	5	

TABLE IV

Video Service Analysis (Commercial Telecasts) September 5-11

Program Type	Studio Live Hrs-Min	Studio Film* (or slide) Hrs-Min	Studio (Live &/or Film)* Hrs-Min	All Remotes (Live &/or Film) Hrs-Min	Total By Prog-Class Hrs-Min	Per
Aud. Participation	2:55	—	:30	—	3:25	1.2
Childrens	7:45	:20	:20	:30	8:55	3.2
Discussion	2:30	:29	2:15	—	5:14	1.9
Drama	7:15	9:10	—	—	16:25	5.9
Education	3:35	1:00	:15	—	4:50	1.7
Musical	11:00	:15	1:12	—	12:27	4.5
News	:50	23:23	3:30	—	27:43	10.0
Quiz	5:20	—	:25	:30	6:15	2.2
Sports	1:40	2:50	1:40	142:00	148:10	53.3
Special Events (Other than sports	—	:05	—	2:00	2:05	0.7
Variety	15:50	:05	1:30	—	17:25	6.2
Weather Reports	:05	:17	:03	—	:25	
Time signals	—	1:44	:13	—	1:57	.5
Other Announcements	1:01½	9:13½	2:39	:11	13:05	
Miscellaneous	8:40	—	1:00	—	9:40	3.5
Total Hrs-Minutes by Service Category	68:26½	48:51½	15:32	145:11	278:01	100.0

*Including Network programs.

WHEW!!!

Months of preparation . . . sleepless nights . . . a million details . . . a summer of feverish activity . . . a magnificent staff of competent people . . . perfect teamwork . . . and

WSB-TV

"The Eyes of the South"

is on the air—On Schedule. The inaugural program was September 29th, as promised, seven days weekly, 5 hours minimum per day. Set sale promotion in Atlanta has been somewhere between "terrific" and "colossal" and television population in Atlanta already warrants the attention of the alert advertiser.

We've got the programs that will sell merchandise. Bargain rates won't last much longer.

THE ATLANTA JOURNAL STATION

WSB-TV

ON PEACHTREE STREET

represented nationally by
Edw. Petry & Co., Inc.

Again this year Greater Miami is breaking nationwide records as a "motor metropolis"... 168,822* motor vehicles registered through August for an increase of 16% over the same period last year... A ratio of one car to every two residents, double the per capita average for the rest of the nation... With gasoline sales Up in direct proportion.

** Dade County Motor Vehicle Regist.*

Yes, all figures point to Miami as a great buying market. They point out, too, the easy, low-cost way to reach Greater Miami's greater buying power is WQAM, Miami's First Station, whose clear signal reaches all the rich trading zones of Greater Miami, and effectively covers the 15 additional counties in its trading area.

Miami's First Station

WQAM

WQAM · FM

A. B. C. IN MIAMI

THE MIAMI HERALD STATION
WQAM-FX

★ OWEN F. URIDGE, General Manager ★ JOHN BLAIR & CO., National Representatives

BROADCASTING
TELECASTING

Vol. 35, No. 15—Part I | WASHINGTON, D. C., OCTOBER 11, 1948 | $7.00 A YEAR—25c A COPY

FCC'S '49 BLUES?

Possible Post-Election Complexion Studied

By SOL TAISHOFF

WHAT WILL happen to the FCC if Gov. Thomas E. Dewey is elected three weeks hence and ascends to the Presidency next January, as now appears likely?

The only certainty is that there will be a new chairman—a Republican—who will take over the reins from Democratic Chairman Wayne Coy. The appointment may be on an "acting" basis until such time as the new Chief Executive is prepared to make a "permanent" designation.

And once the permanent chairman is designated, significant changes in the FCC staff—in the office of secretary and in key spots in its Law Bureau—are to be expected. The Examiners Division would not be affected, since these appointments no longer are subject to the political system, but, like federal judgeships, are permanent appointments. Similarly, the engineering staff probably would not be disturbed since it is regarded as outside the sphere of political influence.

Speculation Widespread

Because the polls indicate a change in administration, speculation about the makeup and policy direction of the FCC is widespread. So far as is known, Gov. Dewey has not talked with his party leadership about the FCC. But his views on radio are well-established. He is unqualifiedly against the existing order, carried over from the New Deal. And he is a stickler for expert administration and economy in government.

Since there are no present FCC vacancies, the new Chief Executive might select his chairman from among the three incumbent Republicans. In order of seniority, they are: Rosel H. Hyde of Idaho; Robert F. Jones of Ohio, and George E. Sterling of Maine.

Chairman Coy will offer his resignation to the new President if he desires to make an outside appointment to the chairmanship.

Of the three incumbent Republicans, Mr. Jones, who for nearly a decade was a member of Congress, is most frequently mentioned for the chairmanship. A lawyer and an indefatigable worker, he had the support of the Republican leadership in Congress when he was appointed to the FCC last fall. Even then it was generally thought he would ascend to the chairmanship under a Republican administration.

Mr. Jones' philosophy of regulation departs radically from that of the Democratic majority. He has consistently dissented from the type of "judicial law-making" in which the FCC has indulged and which has aroused the wrath of Congressional committees dealing with radio regulation. Mr. Jones also is strongly in favor of removing the FCC from the political pale and of cloaking it with quasi-judicial status.

Position of Hyde, Sterling

Comr. Hyde, former general counsel whose service in radio regulation dates back to 1928, has never been active in politics. This is true also of Comr. Sterling, former chief engineer, who was elevated to a commissionership last January after two decades in radio regulation. Both are regarded as good administrators, but neither, as things stand now, carries the political weight of Comr. Jones, largely because the latter is so favorably known in Congressional circles.

The term of Chairman Coy, who was drafted for the chairmanship by President Truman last December, doesn't expire until June 30, 1951. Thus, with a change in administration, it is presumed he would revert to the status of a commissioner. It is believed, however, that Mr. Coy would be disposed to tender his resignation to the new President to permit him to designate one of his own selection for the chairmanship.

Chairman Coy, unlike certain of his colleagues, does not favor a rotating chairmanship. If the new President had in mind naming an outsider to the chairmanship, Mr. Coy's resignation would make that possible. Otherwise, the Chief Executive would have to await the next vacancy.

. . . Which way will the hand fall if Gov. Dewey is elected? . . .

The term of E. M. Webster, retired Coast Guard commodore, and an expert in safety and special services, expires next June 30. Because Mr. Webster is regarded as perhaps the nation's outstanding expert in these specialized fields, it is thought that his colleagues would urgently recommend his reappointment. A native of Washington, he is an independent, politically.

Whether Mr. Dewey has in mind an "outsider" is not now known. There has been unconfirmed talk about appointment of Sen. Wallace H. White Jr., to a federal administrative post. He is co-author of the original Radio Act of 1927 and of the Communications Act of 1934.

Sen. White ends his legislative career with the convening of the new Congress in January. He was not a candidate for the Republican nomination and his seat will be taken over by Senator-elect Margaret Chase Smith, former Republican Congresswoman.

White's Background

Sen. White's decision not to run again was premised primarily upon frail health and the rigors of the majority leadership in the Senate. He was also chairman of the Interstate & Foreign Commerce Committee, in which radio legislation originates.

Two years ago a move had developed to draft Sen. White, then the minority leader, for the then-existing Republican vacancy. The Senator did not look with disfavor on the suggestion, but felt he could not accept less than the chairman-

(*Continued on page 22*)

LUSH TV DEAL

American Tobacco Budget High

GLOWING evidence of television's potential bonanza appeared on the horizon last week as the American Tobacco Co. prepared to sign a 26-week contract for what was believed be the first regular commercially-sponsored series of films, specially prepared for television. The deal, reportedly entailing options over a five-year period, subject to renewal or termination, was in the vicinity of $1,500,000 or $2,000,000.

Actual signatures all appeared to be lacking, pending revision in New York of certain contract provisions. Negotiations for the tobacco firm are being handled through its agency, N. W. Ayer & Son Inc. and involved R-B Productions, newly-organized TV film sales organization, and Marshall Grant Productions, which would produce the series in Hollywood.

The series of films would be based on outstanding novels in the public domain, thus keeping costs to a minimum. They would vary in length from 20 to 30 minutes. Tentatively titled *World's Greatest Novels*, and scheduled for early in January 1949, the program will be carried on NBC's Television Network and some additional non-affiliated stations. Actual starting date was unknown, but it was believed the telecast would be aired either Tuesday or Friday evenings, probably the latter, 8:30-9 p.m. Once a year, within the space of two 26-week periods, an eight-week hiatus is provided, according to reports.

American Tobacco Co. will pay an estimated $200,000 during the first 26 weeks for film costs alone, plus station and network. Films would run about $8,500 each.

Some of the contract's features were believed to be:

Provision that American Tobacco would purchase the films, with rights to drop the option after any 26-week period. Title to rights would rest, however, with Marshall Grant Productions, which would, in turn, lease the film to the tobacco firm, it was indicated. After a 12 month period, the pro-

(*Continued on page 60*)

BERGEN BATTLE

NBC, CBS Vie For Comedian

ONE OF THE highest-priced packages in radio, Edgar Bergen and his wooden assistants, was the center of a tug-of-war last week between NBC and CBS. Not an inch of ground had been gained by either at week's end.

Mr. Bergen's show, which his present sponsor, Standard Brands, is eager to release because of its price, was still on NBC (Sundays, 8-8:30 p.m.), but CBS was tugging hard to pull him to its network.

In its efforts to get Mr. Bergen, CBS was proposing a deal more like commonplace radio contracts than like the $2,000,000 outright "purchase" of *Amos 'n' Andy* recently. A high CBS executive said, however, that although the proposal contemplated a straight salary for Mr. Bergen it also embraced some unusual features, which he would not describe.

CBS, it was learned, had made a strenuous presentation to General Motors Corp. for sponsorship of the comedian and had received, at least, qualified interest from the motor firm, in return.

Earlier, Emerson Foote, president of Foote, Cone & Belding, which has the Frigidaire portions of the General Motors account, had independently proposed the Bergen show to the motor corporation's high officials, possibly as a means of inviting other GM business into his agency.

General Motors was understood to have turned Mr. Foote down, with the explanation that the show's price was too high.

Still A Prospect

After the motor company had rejected Mr. Foote's proposal, however, a CBS official insisted that GM was not out as a prospect "as far as CBS is concerned." A General Motors official, however, intimated that, at least for the present, GM had decided against sponsorship of Mr. Bergen.

The price of Mr. Bergen's package—$30,000 a week—was the chief deterrent to immediate arrangement of a sponsor successor to Standard Brands. The latter was reportedly anxious to drop Mr. Bergen's show as well as its 8-8:30 p.m. Sunday time on NBC because of a budget reduction.

Mr. Bergen's contract with the advertiser, however, can be cancelled only with his consent. It is doubtful that Standard Brands will be able to unload Mr. Bergen until another sponsor, whom he finds acceptable, comes along.

Meanwhile, as CBS made vigorous overtures to Mr. Bergen, on the one hand, and to General Motors on the other, NBC, for which the ventriloquist has broadcast for many years, was exerting equally strenuous efforts to turn up another sponsor for him.

If Mr. Bergen were to go to another network, his departure would break the powerful NBC comedy sequence of Jack Benny, Phil Harris, Mr. Bergen and Fred Allen, which has held an iron clutch on the Sunday night radio audience.

The advertisers, to whom NBC had presented Mr. Bergen, were not known. Niles Trammell, NBC president, was taking a personal hand in the campaign to keep Mr. Bergen, and tight secrecy was being maintained as to his progress.

It was understood that part of the CBS proposal to Mr. Bergen and to General Motors involved a promise to place Mr. Bergen's program in the same time spot on CBS as it occupied on NBC. He would then follow the *Amos 'n' An* show, the two of them reinforci the CBS Sunday evening sched to a point which would se ously threaten NBC's dominan that night.

NBC, it was understood, was h ing its presentation to advertise on the fact that Mr. Bergen is old standby in the 8-8:30 time NBC and that he has a ready-ma audience, which is one of the b gest in radio.

One sponsor prospect, which N did not solicit, of course, was G eral Motors. Mr. Bergen's pres program time immediately prece Mr. Allen's. Mr. Allen is sponsor by Ford.

NEW MEMBER of CBS Hollywood staff, James Fonda (l), who will represent Columbia in the handling of the "Amos 'n' Andy" package, is welcomed to the fold by Hubbell Robinson Jr., CBS vice president and director of programs. Mr. Fonda is former radio production manager of Chicago office of Foote, Cone, & Belding.

FCC '49 Blues

(Continued from page 21)

ship, and that was not in the cards during a Democratic administration.

Now in his 71st year, Sen. White has retired to his home in Maine. The question naturally is raised whether he could withstand the pressures of the FCC chairmanship. His interest in radio and communications is well-established and it is thought that if he indicated any desire for the post his erstwhile colleagues in the Senate would go to bat for him.

It does not necessarily follow that other key posts on the FCC must change with a change in administration. Those positions which are not Civil Service, however, such as secretary (occupied since 1937 by T. J. Slowie), general counsel and his three assistants, and parallel positions in the engineering and accounting bureaus, are subject to administrative change at the discretion of a newly-organized Commission. The division heads and assistant heads, however, if they hold Civil Service status, usually can revert to regular status. In the case of Mr. Slowie, it is expected he will resign. He was secretary to the late Congressman B. M. Jacobsen of Clinton, Iowa, before he joined the FCC. He has kept out of controversy over the years. Changes in top level personnel in the Law Bureau are regarded as inevitable.

It is doubted whether the Engineering Bureau, now headed by John A. Willoughby, acting chief engineer, or the Accounting Bureau, headed by William F. Norfleet, would be affected with a change in administration. These are regarded as technical bureaus and their heads, as a rule, do not become involved in fundamental policy or political matters.

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CAB Board Approves Reorganization

WNHC-TV Is New CBS-TV Affiliat

WNHC-TV New Haven, Con has been added to the CBS-TV n work, it was announced last we The agreement was negotiated James Milne, WNHC-TV gene manager, for the Elm City Bro casting Corp., owner of the s tion, and by William A. Schu Jr., CBS director of station re tion.

WNHC-TV operates on Chan 6 (82-88 mc).

CBS-TV now has stations 13 of the major markets of t country.

MUSIC PACT SEEN

AFM Talks Hel

By IRV MARDER

THE LIKELIHOOD that differences between the AFM and the recording companies may be settled this week was voiced by industry observers following three lengthy conferences between James C. Petrillo and representatives of seven leading record firms.

The meetings were held at Mr. Petrillo's New York offices on Tuesday, Wednesday and Thursday last week. A fourth session was held Friday afternoon. The companies represented were Capitol, Columbia, Decca, MGM, Mercury, King and RCA-Victor. Some of the firms sent several representatives, and attorneys for both sides were present in profusion.

Neither Mr. Petrillo, nor the recorders, for whom Frank White, president of Columbia Records, acted as unofficial spokesman, would comment on the progress of the discussions, or talk about specific matters under consideration. But it is already known that the purpose of the parleys is to fill in the details of the so-called Petrillo Plan for lifting the record ban through use of a trusteeship. The AFM president sent his proposed plan to the record companies for consideration about three weeks ago. It is also admitted that any plan, jointly worked out during the current conferences, will upon completion be sent to Washington for scrutiny by the several interested government agencies.

Record Men Sit

Mr. Petrillo kept the record men waiting in the corridor outside his New York offices for a full hour on Thursday before the meeting began. The union chieftain was occupied at the time with a meeting of the AFM's national board.

Thus, from 3 o'clock—the ti set for the meeting—until 4, abo 30 record company executives coo their heels, becoming increasing restive. At 3:30 p.m., Mr. Petri dispatched a henchman to tell t impatient businessmen that he w so sorry to keep them waiting, b that he was still tied up with "so very important business."

Presently an unidentified reco company executive, probably a thi or fourth vice president, rapp on the window of an AFM sec tary's office with an earnest, b vain, request for a deck of car Meanwhile, the president of a other firm was observed matchi pennies with a company attorn in an attempt to offset the tedi A bystander cruelly remarked th this probably was an accruate dex to the financial status of ban-bound record business.

COURT HITS FCC

Hearing Policy Is Denounced

By RUFUS CRATER

IN A DECISION which would revolutionize FCC's hearing policies, the U. S. Court of Appeals for the District of Columbia ruled last week that FCC must accord a hearing to any station which claims it would be harmed by a grant of another application.

This is true, the Court said in a 2-1 decision, even if the alleged "harm" is interference which would occur outside the station's normally protected contour.

The ruling came Thursday in a decision on WJR Detroit's appeal from a non-hearing grant which put a 1-kw daytime station at Carboro, N. C., on WJR's Class 1-A clear channel (760 kc).

This grant, issued to Coastal Plains Broadcasting Co. (WCPS) in 1946, and a similar 760-kc daytime grant to Southeastern Broadcasting Co. for WKLF Clanton, Ala., in 1947, were both reversed by the court and remanded to the Commission. Since the appeals were taken, WKLF has switched permanently to 980 kc. WCPS is still on 760 kc.

The decision is similar to the same court's ruling last April in a companion "daytime skywave case," involving an appeal by WCKY Cincinnati [BROADCASTING, April 12]. But it goes farther than the WCKY decision by making clear that even a claim of interference outside the protected contour requires a hearing.

The decision, which would affect the hearing practices of most government agencies, was interpreted in the case of FCC to mean that whenever a licensee claims he will suffer injury from another grant, the Commission must:

1. Hold a hearing or hear oral argument to determine whether the claims, if true, constitute a legal "cause of action."

2. If they are found to comprise a cause of action, the Commission must hold a hearing to determine the truth of the claims.

3. If the claims are found to be true, there must be a hearing to determine whether it is in the public interest to permit the harm which would be caused to the station by granting the application complained of.

It was thought that in most cases the Commission could combine two or even all of these questions for consideration in a single hearing. Even so, FCC authorities said their hearings would be multiplied. Heretofore the Commission has decided, without a hearing, whether allegations are sufficient to warrant actual "trial."

Court Division

The division in the court was only on the question whether all claims of injury merit a hearing. The minority—Associate Justices E. Barrett Prettyman and Henry J. Edgerton—thought FCC should be allowed to decide for itself whether allegations are sufficient to warrant hearing. But Justices Harold M. Stephens, Bennet Champ Clark, and Wilbur K. Miller thought otherwise.

Writing for the majority, Justice Stephens declared:

"It is of course true that under a system of law that guarantees right of access to judicial and quasi-judicial tribunals . . . there will be some abuse of the right. Some claims will be presented which may upon their face appear to be, and which may indeed upon hearing be demonstrated to be, invalid, i.e., to state no 'cause of action.'

"But the inconvenience to the tribunal of considering such a claim, i.e., of allowing its presentation and hearing argument in which the complainant has opportunity to try to convince the tribunal that the claim is on its face meritorious, is the unavoidable price of the due-process guarantee of hearing."

The Commission, which failed to appeal from the WCKY decision, is sure to ask the Supreme Court to review this one. The outcome will be watched by most if not all government agencies. Justice Pret-

(*Continued on page 65*)

RATING ISSUE

Dist. 13 Demands Study on Industry-Owned System

PROPOSAL for a complete industry-owned audience research service came up last week for the second time in the series of NAB district meetings when District 13 (Texas) proposed that NAB President Justin Miller and the board conduct "an exhaustive study" of the whole audience situation.

With 167 broadcasters registered at the meeting, held Oct. 4-5 at the Blackstone Hotel, Fort Worth, a resolution was unanimously adopted calling for NAB action to develop "a uniform system, both metropolitan and rural . . . which adequately reflects the listening habits."

The proposal came up after Prof. A. L. Chapman, director, Bureau of Research in Education by Radio, U. of Texas, had described a projected research plan to serve Texas stations. Details of his plan were distributed to the delegates.

Prof. Chapman described a research study for eight Houston stations whose objective was to find how they could increase sets in use. With an advisory committee in charge, the university would start out with a three-year project, he said. Every station in the state would participate.

The university would furnish campus facilities, direction and some clerical workers for a statewide survey operation. Students would do much of the basic work as part of their courses of study. About $7,500 to $10,000 would be required the first year, or $5 to $9 per month per station, Prof. Chapman said.

The resolutions committee, which submitted the research resolution, comprised Kenyon Brown, KWFT Wichita Falls; Gene Cagle, KFJZ Fort Worth; Howard Roberson, KFDA Amarillo.

Text of the resolution follows:

WHEREAS it is desirable for the broadcasters of the United States to have a uniform system, both metropolitan and rural, of audience measurement which adequately reflects the listening habits throughout the entire United States, and,

WHEREAS such audience measurement should have an acceptance from advertiser, advertising agencies and other media that it is conclusive and indisputable,

BE IT RESOLVED that the broadcasters of the 13th District request the president and the board of directors of the NAB to appoint a committee to conduct an exhaustive study of the entire problem of audience measurement and to make a report to the membership of the NAB regarding the possibilities of industry-owned and controlled research audience measurement.

Commenting on the proposal, W. Ward Dorrell, vice president of C. E. Hooper Inc., told BROADCASTING: "C. E. Hooper will welcome an investigation of methods and procedures and/or continuing supervision of the entire measuring operation by any committee representing both buyer and seller of broadcast time."

Hugh Feltis, BMB president, re-

(*Continued on page 64*)

* * *

HOSE ATTRACTED to NAB District 13 meeting at the Blackstone Hotel in Fort Worth, Oct. 4-5, included (l to r seated) D. A. Cannan, C. B. Locke, KFDM Beaumont; Vann Kennedy, KSIX Corpus Christi and standing (l to r) Charles Clough, KFDX Wichita Falls; James Curtis, KFRO Longview; Charles Whitesides Jr., KTEM Temple; Gus Hagenah, Standard Radio, Chicago, and Dave Russell, KFDM. A total of 167 broadcasters were registered at the sessions.

* * *

EIGHT TEXANS—and two damnyankees—gathered in Fort Worth for the NAB District 13 meeting last week. Group included (seated, l to r) Mrs. Rex Preis and Mr. Preis, KTSA San Antonio; Mr. and Mrs. Val Lawrence, KROP El Paso; Eugene Roth, KONO San Antonio; (standing) Ward Donnell, C. E. Hooper Inc., New York; Aubrey Jackson, KGNC Amarillo; O. L. (Ted) Taylor, Taylor-Borroff, Dallas; Wallace Dean, KWFT Wichita Falls; Dr. Victor J. Andrew, Andrew Corp., Chicago.

VIDEO SELLS

Strotz Tells 4A in Chicago

LEADING advertisers are investing in television now, not because of the "get in on the ground floor bromide", but because television is an effective selling medium, according to Sidney N. Strotz, NBC administrative vice president in charge of Western operations and television.

Mr. Strotz, in a speech prepared for delivery at the Chicago meeting of the American Assn. of Advertising Agencies Friday night, presented slide films and kinescopic recordings to illustrate his address, "Let's Look at Television."

"The entry of . . . leading advertisers into television is surely not primarily due to the glamour of the medium," said Mr. Strotz. "Advertisers and their agencies are too sophisticated and pressed for productive work for that."

Television's strength, he said, "lies in the fact that it is an effective advertising and, more important, selling medium."

Mr. Strotz, outlining the present and probable future development of television networks, said NBC's "basic objective" was to create a national network of 154 stations, joined with 15,816 miles of interconnecting facilities, covering markets in which a total of 85 million people live.

He exhibited a 20-minute kinescopic recording made up of bits of NBC television shows and several different types of commercials. He reminded his agency audience that advertisers are furnished kinescopic recorded prints free for use on NBC stations not interconnected. Only time charges are assessed.

Growing Audience

Mr. Strotz, touching upon distribution and the growing size of the television audience, said 29% of the total population of the country lives in cities where NBC television stations are now on the air.

Pointing out that record-high expenditures for advertising are promised in the next decade—when an average of $3,600,000,000, will be spent per year, Mr. Strotz said that the new services of television ought to be fully employed.

The nation's expanding production must be supported by expanded advertising, he said, and "television [will] help sustain our new production life."

After a closed management session in the morning [BROADCASTING, Oct. 4], members of the central council met national officers of the AAAA as the afternoon session opened. Fergus Mead, council chairman and vice president of the Buchen Co., Chicago, acting as toastmaster, introduced Leo Burnett, president of the Chicago agency bearing that name, who outlined the significance of the Elmo Roper survey, conducted last spring under AAAA auspices among top-level agency management. Entitled "What They Think of Us," Mr. Burnett's speech amplified results given at the annual AAAA convention at Virginia Beach in April.

In a subsequent speech, Alex Rogers, advertising manager of Libby, McNeill & Libby, Chicago, and chairman of the ANA committee on merchandising the advertising, asserted that "influencing the customer is not enough." He declared that clients have an "intense" interest in merchandising advertising today, and urged self-study among agency people as to "how good a job you are doing for both the client and the firm." After asking what the AAAA can do about bettering agency service to clients, he recommended that the AAAA appoint a committee on merchandising and advertising to cooperate with the same ANA committee in studying the problem on a national basis.

Referring to an ANA survey on the problem, Mr. Rogers said it "shows a surprising number of advertisers feel the agency could render more service. Many feel that merchandising service is not outstanding. The survey shows that practically all advertisers want more and better service."

Toni's Success Story

"The Fabulous Story of Toni" was traced by Neison W. Harris, president of the Toni Co., Chicago home permanent wave and shampoo firm. Slides were used by F. Barry Ryan Jr., president of Ruthrauff & Ryan, to point up his discussion of "Men, Women and Children First" with the theme: "You have to know human behavior before you start the research," Frederic R. Gamble, AAAA president, also used slides to illustrate "What the AAAA Is, Does and Means."

Members attended a cocktail party, before the dinner meeting, which Mr. Strotz spoke.

PACIFIC AAAA

TV, Radio Have Major Roles on Agenda

TELEVISION and radio are to play major roles on the agenda at the annual meeting of the Pacific council of the American Assn. of Advertising Agencies at Arrowhead Springs, Calif., Oct. 11, 12 and 13. Membership of Pacific council is drawn from Washington, Oregon, California, Utah and Arizona.

Mr. Ferguson

C. H. Ferguson, BBDO San Francisco, chairman of the board of governors of the council, announced the following schedule of speakers on television:

Dr. Peter Langhoff, television research, Young & Rubicam, New York, speaking on "Dimensions of the Television Market."

Louis Brockway, executive vice president, Young & Rubicam, New York, speaking on an unspecified topic at a closed meeting.

Dana Jones, Los Angeles agency owner, who speaks on "The Bartender's Newest Friend."

Harry McMahan, who heads Five Star Productions, Hollywood, speaking on "Pitfalls in Producing Television Commercials."

A demonstration of various types of video commercials will be presented by Hal Bock, television director of NBC, Hollywood.

Drawn for BROADCASTING by Sid Hix

"And so we leave our studios."

Probers Will Se... WIPR Puerto Ric...

Select Committee Investigate... To Make On-the-Spot Report

INVESTIGATORS will be d... patched to Puerto Rico by t... House Select Committee Inves... gating the FCC to determi... whether a government-controll... station there is jeopardizing oper... tions of private broadcasters, ... the latter have charged.

Rep. Forest A. Harness (R-Ind.), chairman of the Committee, r... vealed last Wednesday that an o... the-scene probe would be unde... taken. He declined, however, ... identify, or indicate the number ... investigators involved or the da... on which the investigation wou... be started.

Observers were of the opini... that Frank T. Bow, general cou... sel of the Committee, who serv... during hearings on the Port Hur... and Scott Decisions, would be nu... bered among those sent to the ... land. They were expected to lea... in about a week or ten days.

Broadcasters' Complaints

Complaints of 20 of the 22 p... vate broadcasters on the isla... were personally brought to the a... tention of the Harness Committ... recently during a Washington vi... of Thomas Muniz, president of t... Puerto Rico Broadcasters Ass... [BROADCASTING, Sept. 27].

The FCC's 14-month-old gra... of a construction permit to WI... for 10 kw on 940 kc in Puerto Ri... poses a serious threat to priva... operations, island broadcaste... charge. They contend that they w... be forced to compete with a g... ernment-controlled commercial st... tion that pays no taxes and ... supported by tax funds.

Mr. Muniz said the associati... plans to file a statement with FC... explaining the whole situation a... demonstrating why the stati... should not be granted. Failure t... protest the original WIPR applic... tion in 1946 was attributed by M... Muniz to lack of organizati... among the private broadcasters.

NAB Date Changed

MEETING of NAB board of d... rectors, originally scheduled N... 17-19 at NAB headquarters ... Washington, has been moved ... Nov. 16-18. The board finance co... mittee will meet Nov. 14-15, a... a day earlier.

TRANSITCASTING

Joins Ranks of Radio Ad Media

By ED KEYS

A QUIET, but impressive, debut, transitcasting today joins the ranks of full-fledged radio advertising media, with appointment of two prominent radio-advertising men to head two metropolitan offices of Transit Radio Inc.

Hulbert Taft Jr., Transit Radio's president, today disclosed that Frank E. Pellegrin, president and general manager of KSTL St. Louis, has been appointed national sales manager with headquarters in Chicago. William H. Ensign, former sales manager of New York's Rural Radio Network, will head the New York sales office.

Mr. Pellegrin

Mr. Ensign

The first indication that Transit Radio was prepared actively to pursue its role as national representative of subscribing stations came during an address by Mr. Taft before the FM Assn. in Chicago Sept. 28 [BROADCASTING, Oct. 4]. Mr. Crisler acknowledged that Transit Radio had contracted with Stromberg-Carlson Co. for production of the sets. The initial order, placed about 10 days ago, calls for 1,000 receiver sets. Sets, produced by Stromberg-Carlson, will be only slightly modified versions of those made previously for Transit Radio by Electronics Research Inc. of Evansville, Ind., Mr. Crisler said.

Another major forward step of Transit Radio Inc. was revealed last Thursday by Richard C. Crisler, executive vice president of the firm. He confirmed reports that a growing subscriber list had inspired arrangements for production line output of the special shockproof receivers [CLOSED CIRCUIT, Oct. 4]. Mr. Crisler acknowledged that Transit Radio had contracted with Stromberg-Carlson Co. for production of the sets. The initial order, placed about 10 days ago, calls for 1,000 receiver sets. Sets, produced by Stromberg-Carlson, will be only slightly modified versions of those made previously for Transit Radio by Electronics Research Inc. of Evansville, Ind., Mr. Crisler said.

Mr. Taft explained that the latest actions "complete the cycle in making transit radio available, in complete form, to American transit companies and participating FM stations."

The New York national advertising sales office, located in the Postum Building, 250 Park Ave., will be opened today. The Chicago office will be opened about Oct. 25, when Mr. Pellegrin relinquishes presidency and management of the St. Louis station. The main Cincinnati office will continue to handle contract negotiations, receiver development and service.

Mr. Pellegrin resigned as director of NAB's Broadcast Advertising last February to assume his duties with the St. Louis station. He went to NAB in 1941 as the first director of that department.

Pellegrin's Experience

He has had 18 years experience in radio in various capacities, including management, sales, programming, writing, promotion and public relations. In his capacity with NAB he served as management and sales counsellor to more than 1,000 member stations. During World War II, he served as chief of the planning section of the War Dept.'s Bureau of Public Relations and was with Allied Headquarters in North Africa and Italy for 19 months. He is carried on the inactive reserve rolls as a lieutenant colonel.

Prior to joining Transit Radio, Mr. Ensign was sales manager of Rural Radio Network, a group of FM stations. He was one of the first commercial representatives of pioneer station WEAF (now WNBC) New York. Mr. Ensign became sales manager of the Blue Network when its parent organization, NBC, was organized. As director of radio for J. Walter Thompson Co. in 1927, he undertook one of the first listeners' studies, on the question, "Does Radio Sell Goods?"

In 1929 he joined CBS as assistant to the president and was later appointed assistant sales manager.

Sales efforts, Mr. Taft said, will commence immediately, in behalf of four stations now licensees of Transit Radio. These stations are WCTS (FM) Cincinnati; KPRC-FM Houston; WIZZ (FM) Wilkes-Barre and Scranton, and WPLH-FM Huntington, W. Va. It is expected that KXOK-FM St. Louis will join the list this month. Several additional large markets are in the final stages of contract negotiations, according to reliable sources.

Want Ad Tattler

THE HOUSING shortage is responsible now for a news leak. The following tell-tale want-ad appeared in the columns of the Oct. 3 *Chicago Tribune*, a week before Transit Radio Inc., of Cincinnati announced the appointment of Frank Pellegrin, president and general manager of KSTL St. Louis as its national sales manager—with headquarters in Chicago.

APARTMENTS TO EXCHANGE

St. Louis for Chicago, trade except. attr. new unfurn. apt. 3 bedrms, porch, gar. $150 per mo. for house or apt. Chgo. or subs. with 2 pref. 3 bedrms. Frank Pellegrin, Radio Station KSTL St. Louis 1, Mo.

Balto. Bar Group Wants Gag Rule to Be Extended

PROPOSED extension of the "Baltimore Gag," a local court rule restricting crime reporting, to cover the entire state of Maryland was favored Wednesday by the Baltimore Bar Assn.

Five Baltimore radio stations have beeen cited for contempt of court under the gag because they broadcast newscasts dealing with the arrest and confession of a man charged with murder [BROADCASTING, July 26].

The bar group voted to tighten some provisions of the local gag, which bans taking pictures of an accused person in custody without his consent, and prohibits unauthorized broadcasting in or around the court house. Hearing on the contempt charges against the Baltimore stations originally had been scheduled Oct. 1 but was postponed.

HANNA TO REPRESENT U. S. AT CONFERENCE

MICHAEL R. HANNA, general manager of WHCU Ithaca, N. Y., has been appointed to represent the United States, Oct. 25-Nov. 3, at a Paris conference of the Radio Programme Committee of the United Nations Educational, Scientific and Cultural Organization, an arm of the United Nations.

Mr. Hanna

Mr. Hanna, NAB District 3 director, was in Washington last Tuesday to confer with Edmund Taylor, American representative to UNESCO, and State Dept. officials, following Mr. Hanna's appointment by Julian Huxley, UNESCO director general.

He will serve on UNESCO's projects committee, originally known as the ideas committee, charged with development of a program to stimulate dissemination and interchange of information among the nations of the world. The committee is composed of representatives of 13 nations. Mr. Hanna will leave the United States by airliner Oct. 20.

EELLS PLAN

Syndicated Transcribed Shows

By RALPH TUCHMAN

A DIFFERENT approach to transcribed programming was announced last week as "Cooperative Program Syndication Plan" by Bruce Eells & Assoc., Hollywood, with contracting of close to 100 stations for an annual $214,000.

Mr. Eells

The firm will act as production agency to furnish high-quality transcribed shows to no more than 500 stations on a "cost-plus-15% basis," Mr. Eells disclosed. He was formerly business manager of Young & Rubicam, Hollywood office.

Mr. Eells has just returned from a three-month, 1,200-mile tour during which he interviewed and signed "charter member" stations. Now the firm has launched a full-scale subscription campaign among stations in the United States, Canada, Alaska, Puerto Rico, Hawaii and the Philippines.

The plan, Mr. Eells said, operates on a subscription basis exclusively. Each member station contributes a weekly sum equal to its national Class A quarter-hour rate, with the company restricted to a 15% fee from the aggregate monies subscribed. The remaining 85% is to be devoted to talent and production, since the plan calls for no high sales, promotion and distribution expenditures. Funds not spent are either to be returned or credited to the stations.

Most Have Signed

According to Mr. Eells, 87% of the stations interviewed have signed. This, he feels, points to a possible 500 outlets subscribing in excess of $20,000 weekly within six months. The ceiling for any one transcribed series is not to exceed $2,000 weekly, according to the present plan.

Commitments Made

Typical stations among those already committed to the plan are KOIL Omaha, CJOB Winnipeg, KJR Seattle, WSAI Cincinnati, WSLS Roanoke, Va., KIOA Des Moines, according to Mr. Eells. Among stockholders in the corporation are Langworth Feature Productions of New York (28%), Tom Lewis, former vice president in charge of radio for Young & Rubicam, and Loretta Young, plus other figures in radio and motion picture industries.

ASCAP

Patterson Seeks to Narrow Suit Issues

ANOTHER CHAPTER in the tangled legal complexities involved in the suit of a group of New York movie exhibitors against ASCAP took place last week in U. S. District Court, New York, before Judge Vincent Leibell. After lengthy arguments by both sides the court gave them until Oct. 22 to present their final summations before a decree is issued.

Judge Leibell had previously ruled, in a detailed decision, that ASCAP was unfairly exacting performing rights fees from movie exhibitors for music incorporated in films shown by them. In the course of his opinion the judge declared that the entire ASCAP structure involved violations of federal anti-trust legislation.

Last week's hearing represented an attempt by the defendant, ASCAP, to narrow the issues under litigation before deciding on an appeal, and in effect to lighten the severity of the court's decision. To this end, ASCAP brought its heaviest legal artillery into the courtroom—Robert Patterson, former Secretary of War, who was retained by the society to defend it against the charges.

Mr. Patterson sought to have several references in the court's findings to monopolistic practices by ASCAP narrowed to apply only to film music, the issue which brought the case to trial. This brought the ASCAP counsel into a sharp exchange with Judge Leibell, who nevertheless treated Mr. Patterson throughout the hearing with extreme deference, addressing him as "Judge" Patterson.

The latter remarked that since the court's decision in the case of the movie exhibitors had been made public, ASCAP has been swamped with complaints from other clients, such as hotels and cafes, to the effect that "I see that ASCAP is illegal. How about your dealings with us?" Here Mr. Patterson addressed the court, and said he was sure Judge Leibell had not meant it that way. At this point Judge Leibell interjected firmly, "Don't put me on record to that effect—read my opinion."

Objects to Conclusion

Mr. Patterson also objected on behalf of ASCAP to the court's final conclusion, which recommended an injunction protecting the movie exhibitors from the practices under fire, and the partial "divestment" by ASCAP of part of its structure to prevent a recurrence. The ASCAP attorney said heatedly that it was not permissible for a private plaintiff, such as the movie exhibitors group to ask such action, but that such decisions rested with the U. S. Attorney General.

"If divestment is necessary," said Mr. Patterson, "we're available. Let the Attorney General say so . . . I dare say he hasn't seen fit to, although he may."

At this point the court reminded the ASCAP counsel that the U. S. Attorney General sued ASCAP a year ago for alleged formation of illegal foreign cartels in performance rights, and that the suit is still pending.

Judge Leibell declared in the course of later discussion that ASCAP might have a point in its contention that any action compelling it to alter its structure was beyond the jurisdiction of the District Court in a civil action, and if brought at all should be instituted by the Attorney General. However, counsel for the plaintiff, when Judge Leibell asked why he did not seek help from the Attorney General on this score—insisted that the individual matter of the injunction and the broader issue related to ASCAP's structure were inseparable.

The court then granted both sides until Oct. 15 to prepare further briefs setting forth their views and an additional week before they must reappear in court for entry of the decree. This will constitute the court's revised opinion in the case, if Judge Leibell decides that recent testimony contains cause for revision.

To Speak on Radox

THE RADIO group of the American Marketing Assn., at its luncheon meeting at the Sheraton Hotel, New York, on Oct. 13, will have as its speaker Albert E. Sindlinger of Sindlinger & Co., New York. He will speak on Radox, the new method for instantaneous radio audience measurement.

SAG Board Okay Union Plan for T

UNANIMOUS approval by board of directors of the Scre Actors Guild was given to pl for administration of Americ Federation of Labor union jur diction in the field of televisi film or live.

Plan hinges upon merger of A tors Equity, American Federati of Radio Artists, American Gu of Musical Artists, and Chor Equity into one "association" wi door open for American Guild Variety Artists to join merg when it is ready.

Upon successful conclusion merger, SAG, with headquarters Hollywood and the merged "ass ciation" of the other performe with headquarters in New Yor will sign partnership contract a suming control over all video pe formers except musicians. Ther by all television bargaining co tracts covering live or film v sions, will be approved by bo units.

Operationally, SAG would ha dle film negotiations and the oth group would negotiate for li members. Merged group and SA will work in television on card either. John Dales Jr., SAG e ecutive secretary, termed the pl "a practical solution of a ve tough problem."

The council of Actors Equi has approved plan while AFR AGMA and Chorus Equity are e pected to do so very soon. SA board has invited committee re resenting four unions in the me ger to come to Hollywood quickly as possible to confer.

'OH, MR. ALLEN!'

NBC Comedian vs. ABC Giveawa

By ED JAMES

FRED ALLEN fought fire with fire, or at least with a brave little puff of smoke, when he returned to the air Sunday, Oct. 3, still opposite the giveaway program, *Stop the Music*.

Mr. Allen, driven to his caustic wit's end to find an antidote to the hypnosis of *Stop the Music*, came up with an insurance policy guaranteeing his listeners against loss in the event they missed a prize by tuning to him instead of the giveaway.

To any Allen listener who could prove that "because you are listening to Fred Allen you have missed an opportunity to win . . . the National Surety Corp. guarantees Fred Allen will perform his agreement to replace any article of merchandise up to a value of $5,000 or reimburse you for any amount of prize money lost up to $5,000," Mr. Allen announced.

"All you can lose by listening to Allen," he said, "is 30 minutes."

Handsome as Mr. Allen's offer was, it could hardly match for sheer, unbridled charity the collection of goods offered that same Sunday on *Stop the Music*. An Indiana beer salesman that very night tapped the giant giveaway for a jackpot of $30,000.

It was enough to curl Mr. Allen's lip.

Morgan Drops In

Mr. Allen, returning from a summer's vacation spent in brooding about the cruel fate that caused his own NBC program last spring to sink to the 38th place in the Hooperatings while *Stop the Music* on ABC soared to second, devoted much of his opening show to an edged satire on giveaways. He not only made the guarantee against loss to listeners, but also hired Henry Morgan, no fumbling satirist himself, to help him produce a spoofing act on giveaways.

Mr. Morgan, who this season is without program or sponsor of his own, told Mr. Allen that he had a "new" show idea which was timely if nothing else—a giveaway called *Cease the Melody*.

Included in the prizes Mr. Morgan offered were a skating rink with four hockey sticks and one heavy rubber puck with your initials on it, 12 miles of track and a caboose completely furnished from a Sante Fe train, a television set and a saloon and bartender to go with it, 4,000 yards of dental floss, practically new; 25 tons of dirt, delivered at your door; 800 pounds of putty for every member of your family, and, as top reward, the winner would be left alone for 20 minutes with a shovel in Fort Knox.

In a sample of his proposed show, Mr. Morgan gave away as consolation prizes the Swanee River, 8000 feet of fire hose and the Brooklyn Dodgers. Nobody could guess the mystery melody, which was "America." Mr. Morgan announced that next week the giant jackpot would be increased. In addition to $103,000 worth of merchandise, he would give away "a live human being."

Crosbie Bags the Turkeys

The fictitious prizes on the Allen-Morgan giveaway were only slightly less diverse than those won by Kenneth Crosbie, of Bluffton, Ind., who identified the mystery melody on *Stop the Music* correctly as "Turkeys in the Tro top." Mr. Crosbie, a beer sale man and father of three childre won:

A Hudson sedan, a trip to Hollywo to appear for a week as an actor i movie, $1,000 worth of men's suits, $1, worth of children's clothes, a 15-f food freezer with a year's supply frozen foods, a $2,000 platinum a diamond wrist watch, a $1,000 diamo ring, a piano, a television set, a ra phonograph console, a complete pa job for the interior of his house, c peting for every room, $1,000 worth women's shoes, five handbags each co taining a $100 bill, $1,000 worth beauty preparations, $600 worth women's hats, $1,000 worth of bedro furniture, a complete set of Venet blinds, weekly maid service for a ye $1,000 worth of women's suits, a stai less steel kitchen, 7,500 cans of can food (in case of siege), a two-week va ation to Mexico by air, a $100 bicy for each member of the family, a co plete course in sewing plus patterns a 250 yards of fabric, a $1,000 U.S. savi bond, a refrigerator-freezer, a laund mat, an automatic clothes dryer, and against a day when Mr. Crosbie mig wish to renounce beer selling in fa of a more specialized career—a co pletely equipped commercial mo popcorn machine.

Mr. Allen's program, spo sored by Ford dealers, is hea 8:30-9 p.m. Sundays. *Stop Music*, sponsored by Smith Bro coughdrops, Eversharp Inc., Spe del Jewelry and Old Gold cig ettes, is heard 8-9 the same nig

TV RELAYS

FCC Hears More Testimony

LAWRENCE PHILLIPS, director of the Du Mont Television Network, said flatly last week that it would be economically impossible to extend the network's service nation-wide under American Telephone & Telegraph Co.'s current rates for video network relaying.

Mr. Phillips

But without network service, he felt, many of the currently operating or authorized stations will not be able to survive.

Mr. Phillips testified Thursday during the second week of FCC's investigation of AT&T and Western Union intercity television rates.

He referred to Du Mont's plans for establishing a nation-wide television network via Teletranscription, and added: "That we are now accomplishing."

In answer to a question which was finally permitted only on condition that engineering witnesses be called for cross-examination on the subject, Mr. Phillips said Du Mont engineers had estimated that video relay facilities could be built for $660,750 (on two-year amortization plan) to link, roughly Washington, New York, Pittsburgh, Philadelphia, Baltimore, New Haven, and intermediate points between New York and Pittsburgh and between New York and New Haven.

New Haven to New York

He said it was necessary for Du Mont to establish its own radio relay to provide WNHC-TV New Haven with programs from Du Mont's WABD (TV) New York. He said the relay, which he described as "temporary," was built at a cost of $10,000 to $15,000, and estimated monthly operating costs at $75 exclusive of power. He pointed out that the relay is unattended except for periodic checks, and that, since it takes WABD broadcasts off the air, there is no way to substitute other programs for shows which a sponsor does not wish to send to the New Haven area.

He said $5,000 a month "had been mentioned" at one time as a possible charge for use of an AT&T New York-New Haven relay, if one were established.

Mr. Phillips said AT&T line charges currently are preventing Du Mont from sending shows regularly from Washington to New York, and that conceivably they might some day make it advisable to stop programming from New York to Washington.

Under cross-examination he said line costs from New York to Washington, which cost Du Mont $9,315 in one month, would be "burdensome" even if reduced to $315, or even to $1.

Aside from Mr. Lawrence's testimony, the week was spent in cross-examination of AT&T witnesses who appeared the week before [BROADCASTING, Oct. 4]. The sessions dealt particularly with the telephone company's ruling that it will not permit interconnection of its intercity relay facilities with those of private or other companies except to cover areas where there are no AT&T facilities.

Ruling Possible

On this point, FCC may rule this week on the joint Philco-Du Mont petition for a decision on the interconnection policy in advance of the decision on the lawfulness and reasonableness of the rates themselves. In a formal reply to the joint motion, AT&T filed a brief on Thursday defending the interconnection policy and contending that its reasonableness cannot be determined without regard to the other issues.

In any event it appeared likely that the session would recess Friday night and resume during the week of Oct. 18.

AT&T witnesses, questioned on the causes of "poor" reception of the American League baseball playoff game relayed from Boston last Monday, promised to investigate and report. Frank A. Cowan, transmission engineer, felt the investigation would show that a "classic example" of the problems of interconnection was involved. Henry Weaver, attorney for Philco, emphatically denied that interconnection with Philco facilities in New York was to blame.

Under questioning by FCC Assistant General Counsel Harold Cohen, Mr. Cowan said AT&T's experience with interconnection with Philco's New York-Philadelphia radio relay has been "satisfactory," which he considered not surprising in view of the short links of the circuit. Interconnection with the General Electric relay from New York to Schenectady, he said, has produced "variable" results. He thought interconnection with Western Union's New York-Philadelphia radio relay would provide as good a signal as other interconnections under similar circumstances.

See Some Difficulties

But he emphasized that interconnection with the systems of other companies poses many problems—difficulty of knowing who is responsible in event results are unsatisfactory; knowing who is responsible for standby facilities; reaching agreement on technical questions; and organization of service forces and assignment of functions.

Mr. Cowan said a New York-to-Washington channel probably could be reversed in a day if it were to be a regular practice and AT&T could organize its forces accordingly. But he opposed the provision of reversible radio relay channels, terming it an inefficient use of frequencies. He pointed out that two frequencies can provide two oppositely directed channels whereas four frequencies are needed to establish two similarly directed channels.

He conceded that at the present time AT&T cannot always meet the demands of NBC and Philco for intercity connections. He noted there is not now any Bell System relay to link New York and Schenectady (GE has its own facilities), and that the telephone company has no definite plans for linking Albany and Schenectady (the latter, he said, probably will come with provision of a New York-Albany-Buffalo route, probably "shortly after 1950," but possibly earlier).

With reference to the Balaban & Katz link connecting its WBKB (TV) Chicago with South Bend, he said AT&T has facilities passing through South Bend and Chicago and can provide pickup facilities at South Bend when there is sufficient demand.

To AT&T's opposition to duplicate relay facilities in a given area, William A. Roberts, counsel for Du Mont, several times asked who would be guilty of "duplicating" if a private broadcaster established relay facilities first and the telephone company later set up facilities over the same route. Mr. Cowan contended the private facility would serve only the one broadcaster, and that AT&T's facilities would be available to all stations in the community.

Rate Engineer Robert P. Jully,

(Continued on page 62)

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PLANS for NBC's television station, WNBQ Chicago, are laid by (l to r) Ted Mills, WNBQ program manager; Jules Herbuveaux, TV department manager; Charles L. Townsend, TV operators supervisor, and Cortney A. Snell, television field supervisor. The station has begun test patterns.

TV FREEZE

Generally Approved by Industry

FCC's DECISION to put a temporary freeze on television applications [BROADCASTING, Oct. 4] was greeted with unanimous approval in the first formal industry and newspaper comments last week.

J. R. Poppele of WOR New York, president of Television Broadcasters Assn., supported the Commission in its move, and Allen B. DuMont of DuMont Labs, a television broadcasting as well as manufacturing firm, felt FCC "is to be commended."

Mr. Poppele

The Washington *Star*, which operates WMAL-TV and associated AM and FM stations, regarded the freeze as a "logical" development, while the *Washington Post*, whose intended TV application will be held up as a result of the Commission's action, considered it "an unpopular but necessary step."

'Critical Importance'

Jack Gould, radio writer of the *New York Times* (WQXR and WQXR-FM), viewed the decision as "a step of critical importance to the burgeoning video art" but "a good start" by the Commission in its approach to the overall problem.

The freeze was called by FCC pending further studies and a final decision on changes in engineering standards and channel allocations for the present video band. It is expected to last six months to a year. In the meantime there will be no action on pending applications. Existing stations and outstanding authorizations are not affected.

Speaking for the TBA Board of Directors, Mr. Poppele said the engineering review "undoubtedly will result in better, interference-free reception by the ever-growing television audience.'

He predicted that "manufacturers of television equipment will continue to supply millions of prospective set owners with all types of receivers, and the number of new video programs being introduced almost daily will increase."

Dr. DuMont similarly viewed the decision as "a constructive step and one highly recommended by the DuMont Network and other television broadcasters in hearings conducted by the Commission."

He also reviewed DuMont's proposal that FCC allocate the 475-890 mc region into 69 channels for use under VHF standards in conjunction with present channels [BROADCASTING, Sept. 20, 27].

Both Mr. Poppele and Dr. DuMont emphasized that the freeze will not affect the usefulness of present television receivers, as did also the newspaper editorials.

It was accepted that the need for the technical study and freeze stemmed from television's rapid development. The *Star* said "the plain fact is that television is afflicted with "growing pains'," while the *Post* felt that "the essential consideration is that this new giant, television, has outgrown its pants" and that "it is in the public interest to take a breather during which the FCC can look at where television now stands and where it is going."

All three newspapers linked their discussions of the freeze with the Commission's pending study of the 475-890 mc region. Said the *Post*, which operates WINX and WINX-FM and has bought control of WTOP Washington from CBS, subject to F approval:

Understandably, the manufactu and broadcasters, and to a lesser tent prospective set owners, are c cerned over the implications of new band. There is fear that a sud shift to the new band might rea present sets and broadcasting fac ties obsolete. And, of course, the F has an obligation to the general pu to insure that the maximum use made of television potentialities. F tunately, the two bands need not mutually exclusive . . .

The *Star* felt that any decisi to move television "upstair should be reached "only aft careful weighing of the effects owners of present television ceivers." The editorial continue

It is said that present sets may adapted to higher frequencies by cial converters, just as was the when FM first appeared. Neverthe it would be too bad to make pios purchasers of video receivers pay soon for the apparent failure of FCC to estimate more accurately future growth of this popular source of information and entertainment.

Back of the freeze order, Gould said, are both economic technical factors which raise "lo range problems of inordinate unprecedented complexity." Ch among these he listed the VHF terference and station-separati questions (to be decided dur the freeze), and the advisibility opening the 475-890 mc band commercial use.

NETWORK STARS SEEK CAPITAL GAIN RELIEF

SOME of the biggest names in network talent have besieged the U. S. Dept. of Internal Revenue for opinions as to whether they can legally follow the pattern set by Amos 'n' Andy and thereby escape high-bracket income taxes, it was learned last week.

Although the Revenue Department was officially mum, it became known that hosts of performers had made inquiries. It is doubtful if many will meet the specifications. Amos 'n' Andy—Freeman Gosden and Charles Correll—convinced the Internal Revenue Dept. that they were a property of exclusive nature and thus gained approval of their deal to sell all rights to themselves, i.e., their property, to CBS.

The outright purchase of all Amos 'n' Andy rights, for $2,000,000, was taxable as a capital gain, a rate much less than income tax.

Fine legal technicalities exist as to this point, it was said, and it is doubtful that many stars or lesser personalities could meet requirements.

It is also doubtful that many could find a purchaser for their rights, even if they qualified under Internal Revenue interpretation. Few stars are attractive enough to warrant the expenditure of large lump sums which are not virtually assured of amortization.

TELEVISION'S TRENDS

ANA Talks Slate

NILES TRAMMELL, president of NBC, and Frank Stanton, CBS president, will discuss trends in television costs and programming, during the television session of the 39th annual meeting of the Assn. of National Advertisers, to be held Oct. 25-27 at the Waldorf-Astoria Hotel, New York. The video session, first in ANA history, will take place Oct. 26 at 8:15 p.m.

Mr. Trammell

Designed to give ANA members —those who have not yet used video advertising as well as those who are pioneering in this newest medium for reaching the consumer with a sales message—a full picture of what television is and where it is headed, the special TV session will attempt to present all of the most pertinent facts about video.

J. R. Poppele, engineering vice president of Bamberger Broadcasting Co. and president of Television Broadcasters Assn., will recount the growth of TV stations and networks and will explain the significance of the FCC's "freeze order" of Sept. 30 [BROADCASTING, Oct. 4]. Data on set ownership also will be presented.

Dr. Thomas Coffin of Hofstra College has enlarged his research into the effects of television on the living habits of set-owners, following his original "straw in the wind" survey earlier this year, which indicated a 20% drop in movie attendance by the average family following the acquisition of a TV set [BROADCASTING, Aug. 23] and will divulge his latest findings to the ANA.

Case Histories

A large number of case histories on the video techniques used by various ANA members and the results achieved have been compiled by the Association and will be discussed during the session. Howard Chapin, advertising director of General Foods Corp., a foremost user of television advertising, will outline the techniques found most productive. Sam Cuff, television consultant to Allied Stores Corp., will tell the advertisers what retail merchandisers plan in television, both as a means of selling merchandise to their customers and as a type of merchandise they have to sell. He will report on what the retailers expect from their suppliers and from manufacturers.

Pat Weaver, who is vice president in charge of radio and television of Young & Rubicam, will describe the agency's functions in the development of television.

About 300 ANA members and advertiser guests are expected to attend the ANA TV session, to which agency and media representatives and the members American Television Society h also been invited. Session plans being handled by a commit whose chairman is Charles Durb assistant director of advertisi U. S. Rubber Co., and president ATS. Other members are Rob M. Gray, Esso Standard Oil C Howard M. Chapin, General Fo Corp.; Stanley H. Manson, Str berg-Carlson Co.; Joseph W. All Bristol Myers Co. and J. K. W RCA Victor.

Effectiveness of 'Voic Appraised by Magazi

STATE Dept.'s "Voice of Ame ca" is highlighted in the curr issue of *Time's* radio and TV pa Titled "Le Pick-Up Americain the article traces the developme of "The Voice" and gives an a praisal of its effectiveness.

George Allen, new Assista Secretary of State for Public A fairs, is quoted as saying, "We clearly stinging the Kremlin." France, says *Time*, the *Commun Radio Revue* carries program li ings but cautions against listen to "le pick-up Americain." Acco ing to *Time*, "The Voice" has ma avid listeners in Poland, wh the Polish Minister was quoted saying that the broadcasts cont so many lies "everybody will s listening in a year or two."

MOBILE SERVICES

Allocation Proposals Argued

CONSENSUS of broadcast representatives appearing last week in FCC's oral argument on general allocations for the mobile and fixed services was that the Commission proposal would provide inadequate metropolitan area facilities to meet even present needs of remote pickup operations—including both program and cue channels.

The broad-scoped hearing also produced inference by one railroad official that an undue amount of spectrum space has gone to "luxury" entertainment services such as television. The statement drew immediate defense of video by FCC Chairman Wayne Coy, who termed television a very important service and public informer.

The proceeding, described by Chairman Coy as "what may be the longest and most complex oral argument ever undertaken before the Commission" *en banc*, commenced last Tuesday with a roster of more than 112 participating parties. The argument is expected to require at least the greater part of this week.

The argument concerns FCC's proposed allocation of the frequency bands 25-30 mc, 44-50 mc, 72-76 mc, 152-162 mc and 450-460 mc and rule-making with respect to the general mobile radio service, domestic public mobile radiotelephone services, land transportation radio services, industrial radio services and public safety radio services.

Channels for Remote Pickup

The Commission proposes to provide 19 exclusive channels for remote pickup in the 25-30 mc band, delete 16 channels presently assigned in the 30-40 mc band, drop 14 shared channels proposed earlier in 152-162 mc band and provide 20 channels in 450-460 mc band. Television Channels 4 (66-72 mc) and 5 (76-82 mc) are proposed to be protected from any interference from fixed service allocations which would be made in the 72-76 mc group.

A number of broadcast interests are yet to be heard from in the proceeding.

Neal McNaughten, assistant director of the NAB Engineering Dept. and ex-FCC staff member, told the Commission the remote pickup channels proposed in the 26-mc band may be useful primarily for cue and lineup purposes and secondarily for low quality program service when no other facilities are available. He cited the high interference susceptibility of those frequencies.

Mr. McNaughten argued that an additional 16 shared channels are required to provide a block system assignment whereby a greater number of exclusive frequencies and lesser number of shared frequencies may be assigned in metropolitan areas and the converse assignment in less populated areas. He urged that the 26-mc band channels be made available to AM, FM and TV stations and recommended that high quality program channels be found elsewhere.

Concerning the 450-mc band, Mr. McNaughten stated that insufficient knowledge of operational characteristics at these frequencies does not permit assignments of any specific type, although broadcasters do feel they will be useful for short-range walkie-talkie type operation. He pointed out the broadcaster is willing to undertake the development of these frequencies and if experience points to a particular type service such recommendation would be made to FCC for its consideration.

The NAB spokesman indicated the 450-mc band is not considered useful for program services such as may be obtained in the 152-162 mc band and requested that an additional 21 channels be provided in the 450-mc area for walkie-talkie service.

William S. Duttera, staff allocations engineer for NBC, agreed that the 26-mc band suffers considerable interference and is good only for cue service—or program service only when a high signal level exists. He urged that some channels be assigned exclusively to television. He noted that video pickup and relay equipment is available for operation of about 17 channels between 1,000 mc and 6,000 mc and recommended that audio channels be provided for cue and restricted program service.

Regarding the 450-mc proposal, Mr. Duttera urged that channels be set up but not as substitution for 150-mc facilities since sufficient data and commercial equipment for the higher band is not available. He suggested the allocation be reviewed after equipment is built and experience gained. Need for walkie-talkie facilities in video also was noted.

William A. Roberts, attorney for Allen B. DuMont Labs., pointed out that in the shuffle of recent hearings on television it has been overlooked that it has become increasingly necessary for video companies and networks to "have recourse to the use of cue channels, or control channels on the outside of the channels afforded for the regular transmission of the program itself." He noted that there has been dispute whether television is entitled to the remote pickup facilities under consideration and pointed out TV's very definite need of these channels.

Mr. Roberts argued that with respect to the various mobile demands for the 450-mc band "the record is not yet clear that a sound, satisfactory technical use can be utilized by large numbers of individual vehicles economically. Certainly not when there is a pressing necessity for some kind of additional pickup services for the broadcast service which are dependent upon the ether for the transmission of their programs."

The attack upon "luxury" services such as television came from J. M. Souby, general solicitor for the Assn. of American Railroads, who noted that the railroad allocation has been reduced to about one-half of a television channel. Mr. Souby argued that the spectrum space should first be allocated to the "essential services" relating to safety of life and following that the other services could fight for "what is left over."

Chairman Coy pointed out that video is a very important service and the public can be informed of public events and issues via TV. The FCC chairman said, "I don't know anything that takes precedence over an informed citizenry, even the Commission being informed of the requirements of radio by the railroads."

Noble Plan

Daniel E. Noble, Motorola Inc. vice president and director of research, offered a plan for allocation administration based on priority principle. All channel allocations would be made on the basis of "utility-of-use priority ratings" with such ratings including the importance of the allocations, in order, to national defense security, public safety, influence upon national economic security and contributions to the public convenience.

George J. Maki and William E. Whiting, representing California State Communications Advisory Board, requested that the state's automatic relays operating in the 72-76 mc band be allowed to continue for a reasonable period of amortization to protect the taxpayer. It was urged that an interference "yardstick" be determined for potential fringe-area TV set owners when Channels 4 and 5 are assigned, in that area, to reduce complaints of interference.

Earl D. Glatzel, vice chairman of the National Committee for Utilities Radio, told FCC, regarding 72-76 mc assignments which do not interfere with television, that his group is "agreeable to this limitation" but suggested adoption of an interim policy of temporary utility service assignments in cities where TV Channels 4 and 5 have not been assigned, and pending settlement of the video reallocation proceeding [BROADCASTING, Sept. 27, Oct. 4].

Vernon Wilkinson, counsel for Telanswerphone Inc., which proposes a radio paging service for doctors in the New York area and which has been operating experimentally since June, told FCC that its tests in the 72-76 mc band have been conducted by George P. Adair, consulting engineer, and show its proposed system is feasible.

AFTER-HOURS BAN

WNYC Protests Decision

A BURST of protests developed last week after FCC, invoking its new ban on after-hours authorizations for daytime and limited-time stations, refused to consider WNYC New York's request for permission to stay on the air election night to carry balloting returns.

The city-owned station has been broadcasting detailed local election results every November for the past 24 years, with FCC's dispensation to remain on the air beyond its usual 10 p.m. signoff to present these programs.

Mayor William O'Dwyer, at least titular head of the station, was reported to have protested both orally and in writing to Commission members in an effort to get the additional hours in which to present the returns this year.

Similar protests are expected to develop in other communities where daytime or limited-time stations will be denied the right, granted heretofore, to continue broadcasting election results after their normal closing hours.

The ban on such special temporary authorizations was adopted by FCC in July, effective Aug. 16 [BROADCASTING, July 5]. The Commission said the chief reason was to avoid degradation of the nighttime service of fulltime outlets on the channels involved. It felt that the special events usually covered by parttime stations under STA's could be handled by fulltime stations and FM outlets.

First to come publicly to WNYC's support was the *New York Times*, owner of the fulltime WQXR and WQXR-FM, which characterized the FCC ban as "rule by shotgun."

For 24 years, the *Times* said in an editorial, WNYC has performed an election-night service offered by "no other station: the steady broadcast, as soon as they are available, of the results in local contests, while other stations are occupying themselves for the most part with state or national results."

The *Times* thought FCC's ruling against WNYC this year "is arbitrary, not in the public interest, and needs to be reviewed by the Commission." It doubted that FCC's general ban "can be defended in principle."

WNYC operates with 1 kw on 830 kc, protecting WCCO Minneapolis. Said the *Times*:

Under extraordinary conditions [WNYC] might possibly be heard in northeastern Wisconsin, within the range of WCCO's secondary audience. But the FCC must ask itself, we believe, whether the insignificant, remotely possible interference with the listening of a few hundred people in the distant Middle West—between 10 p.m. and 3 a.m. on one night only—is to be a basis for barring WNYC's election-night service, available to several million persons, if they choose to listen, in New York City . . .

WXYZ-TV Opening Heavily Sponsored

Every Available Time Segment On Detroit Outlet Sold

OPENING DAY's schedule of WXYZ-TV Detroit last Saturday was scheduled to be as completely commercial as ABC executives would permit for the inaugural of its o&o TV station in the motor capital, with every time segment sold that was offered for sale.

Starting with a 15-minute preview, which was not for sale, at 12:15 p.m., WXYX-TV's first commercial was to be the *Chevrolet Glee Club*, 12:30-1 p.m., sponsored by the Chevrolet Division of General Motors Corp., Detroit, placed by Campbell-Ewald Co., Detroit.

Gillette Safety Razor Corp., Boston, was to sponsor the World Series telecast from Cleveland, through Maxon Inc., New York. At the end of the ball game the WXYZ-TV audience was to be taken to South Bend where the Notre Dame-Michigan State gridiron contest was under way. This WXYZ-TV telecast was to be sponsored by Admiral Corp., Chicago, through Crittenden & Eger, that city. Following the football game Don Wattridge was scheduled for a sports resume, to be presented by Detroit Edison Co., through Campbell-Ewald Co.

Another special not-for-sale program was to be followed by a film, sponsored by Galvin Mfg. Corp., Chicago (Motorola radio and TV sets), through Gourfain-Cobb, Chicago, broadcast 5:45-6:15 p.m. The next quarter-hour, according to the advance agenda, was the official welcome to WXYZ-TV by the Governor of Michigan and the Mayor of Detroit, with acknowledgements by Edward Noble, ABC board chairman; Mark Woods, ABC president, and James Riddell, general manager of WXYZ and WXYZ-TV.

The Philco premiere variety program, 6:30-7 p.m., sponsored by Philco Radio Corp., Philadelphia, through Hutchins Adv. Inc., Philadelphia, was to open the evening schedule, followed by a quarter-hour sports news program presented by Cunningham Drug Co., Detroit, through Simons-Michelson, Detroit. WXYZ-TV's first day was to wind up with a pro football game between the Detroit Lions and Boston Yanks, sponsored by Goebel Brewing Co., Detroit, through Brooke, Smith, French & Dorrance, that city.

CCNY AWARDS

Television Category Added to List

TELEVISION has been added to the list of achievement awards for commercial broadcasting to be made at the next annual broadcasting and business conference of City College of New York, it was announced last week by John G. Peatman, chairman of the awards committee.

Mr. Peatman pointed out that "the expansion of television, both in number of sets owned and in broadcasting facilities, during the current year has been so rapid that failure to include awards for this new field would have left a gap in the purpose for which the awards are made."

Folders, including entry blanks for the 1948 awards, are now ready for distribution to stations, networks, advertisers, advertising agencies and program producers. Entries for the awards, covering programs and program promotion originated during 1948, will close Jan. 31, 1949. Presentations of the awards will be made at the CCNY broadcasting and business conference next spring.

In addition to the awards of former years for the creation and promotion of sound broadcasting programs, the 1948 awards include three television categories: For the creation of a sponsored television program, live or film; creation of a sponsored spot television announcement, live or film; creation by a station or network of a television program, live or film, most effective in station or network promotion.

Another new category in the 1948 awards is for the creation by a station or network of a radio program, live or transcribed, which has been most effective in station or network promotion.

RADIO LAG

Third in Soliciting Small National Advertisers

RADIO runs a poor third in sales activity among small national advertisers, judging by results of a media promotion survey conducted by Murray Carpenter, WPOR Portland, Me. Magazines are well in front, the survey shows, with newspapers in second place.

Mr. Carpenter is author of a booklet titled *Now Is the Time*, distributed to stations in an effort to arouse industry interest in the need for extensive exploitation of broadcasting on a nationwide basis [BROADCASTING, Sept. 13]. He formerly was head timebuyer of Compton Advertising.

The subject has been discussed at most NAB district meetings in connection with the fund-raising appeal for the All-Radio Presentation film. Mr. Carpenter contends the $200,000 film project is entirely inadequate, pointing to the need of a campaign running over $1 million to meet the competition of newspapers and magazines.

In his survey of small advertisers (having advertising budgets from $50,000 to $150,000) Mr. Carpenter found that 71% had received planned magazine solicitation within a month, 43% had received a newspaper representative, but only 26% had received a radio solicitation (see Question 1).

In terms of solicitation within a year, he found magazines 90%, newspapers 65% and radio 62%.

"Most intelligent and most helpful solicitations" have been received from the magazine industry, the survey discloses, with newspapers second and radio far down the list.

"Magazines appear to beat broadcasting on all solicitations," Mr. Carpenter said. "Broadcasting reaches into as many companies as newspapers but apparently with nothing like the frequency of the newspaper solicitation."

Mr. Carpenter mailed his questionnaires on stationery which merely gave his name and street address, with no radio reference whatever. Forty-two replies were received from 100 questionnaires mailed. He notes that this is a narrow base, but feels it provides an indication of the media promotion situation.

Tabulated results follow (more than one answer received to some questions):

1. How long is it since you've been given a serious p'anned solicitation by:

	1 week	1 month	3 months	1 year	more	No Answer
(a) any newspaper representative	14 (33%)	4 (10%)	5 (12%)	4 (10%)	10 (24%)	5 (12%)
(b) any radio representative	5 (12%)	6 (14%)	8 (19%)	7 (17%)	8 (19%)	8 (19%)
(c) any magazine representative	22 (52%)	8 (19%)	3 (7%)	5 (12%)	1 (2%)	3 (7%)

2. Which industry has given you the most intelligent and most helpful solicitations this year?

(a) Newspaper industry	13 (31%)
(b) Radio industry	5 (12%)
(c) Magazine industry	23 (55%)
(d) No answer	4 (10%)

75% of L. A. Video Set Owners Home in Evening

AMONG people owning television sets in Los Angeles, 75% are at home in the evening and more than 50% are watching a telecast program, according to a study undertaken by West-Marquis Inc. for its client, General Petroleum Corp.

Although size of sample was not disclosed by the advertising agency, results reportedly were based on telephone checkup made during the showing of the J. Arthur Rank films of the Olympic Games. Playing opposite this program was remote telecast of the Los Angeles Angels professional baseball team, with audience equally divided between two, the agency reports.

Large-Scale Plan For ABC Coast T

Woods Tells How Vitagraph Acquisition Aids Network

ACQUISITION by ABC of wh is reportedly the largest rad television production site in t world will enable the network t embark on its West Coast tele sion operation early in 1949 a scale enjoyed only by maj motion picture companies," Ma Woods, ABC president, comment last Thursday. ABC has purchas the 20-acre Vitagraph motion p ture lot in Hollywood from Warn Bros. [BROADCASTING, Oct. 4].

Work already has started conversion of the lot to full T production, Mr. Woods said, a television personnel will be mov into the new center as soon as t property is released by the c crow agent. Although sever buildings stand on the lot, only t sound stages, measuring 200 175 and 100 by 175 feet, are e pected to be permanent. Oth buildings are expected to be ra to make way for new construct

This site eventually will be t operating base of KECA-T owned outlet of ABC and ultima ly the origination point for t bulk of ABC network progra ming. Of the 20 acres, 10 a clear, allowing ample room f outside shooting.

Although some reports have that the site will ultimately hou the total ABC Hollywood oper tion, ABC Hollywood officials sist this has not been determin

CITES BENEFITS AC WON FOR STATION ME

THE AMERICAN Communic tions Assn. (CIO) obtained "ve substantial benefits" during t past year for its members who a employed by radio stations, despi attempts by several employers ". to use the Taft-Hartley Law cripple the union," Joseph P. Sel ACA president, declared in a r port to the union's ninth annu convention, held at the Hotel Ge ernor Clinton, New York, on Oc 6, 7, and 8.

Mr. Selly added, in his addre opening the convention: "The co munications corporations are no making a tremendous effort to d vide our union, company-unioni our union, to promote moods defeatism and confusion . . . W must not permit ourselves to lo sight of these facts, to lose fai in the membership, or to yield the face of coercion."

A report by William Bende vice president of the ACA broad casting department, described wag scales and working conditions wo by the union during the past ye for radio technicians and othe broadcasting workers as the be in the industry. Since the last co vention, Mr. Bender said, sala scales for engineers have topp the $100-a-week level "in ma stations."

CHEESE CAKE

Nobody seems to know just why newspapers call pictures of pretty girls "cheese cake." But everybody knows why they print them so frequently. Such pictures have a sure-fire, ready-made audience.

It's for this same reason that more and more radio time buyers are using W-I-T-H in Baltimore, the nation's sixth largest market. They get a BIG audience from this BIG independent radio station.

Moreover, they get this BIG audience at very LOW cost. Yes, it's a fact that station W-I-T-H delivers more listeners-per-dollar spent than any other station in town. W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area.

Get in on these low-cost sales. Call in your Headley-Reed man and learn the full W-I-T-H story today.

W·I·T·H

AM Baltimore Maryland FM

Tom Tinsley, *President* • *Represented by* Headley-Reed

Albuquerque	KOB	NBC
Beaumont	KFDM	ABC
Boise	KDSH	CBS
Buffalo	WGR	CBS
Charleston, S. C.	WCSC	CBS
Columbia, S. C.	WIS	NBC
Corpus Christi	KRIS	NBC
Davenport	WOC	NBC
Des Moines	WHO	NBC
Denver	KVOD	ABC
Duluth	WDSM	ABC
Fargo	WDAY	NBC
Ft. Worth-Dallas	WBAP	ABC-NBC
Honolulu-Hilo	KGMB-KHBC	CBS
Houston	KXYZ	ABC
Indianapolis	WISH	ABC
Kansas City	KMBC-KFRM	CBS
Louisville	WAVE	NBC
Milwaukee	WMAW	ABC
Minneapolis-St. Paul	WTCN	ABC
New York	WMCA	IND
Norfolk	WGH	ABC
Omaha	KFAB	CBS
Peoria-Tuscola	WMBD-WDZ	CBS
Portland, Ore.	KEX	ABC
Raleigh	WPTF	NBC
Roanoke	WDBJ	CBS
San Diego	KSDJ	CBS
St. Louis	KSD	NBC
Seattle	KIRO	CBS
Syracuse	WFBL	CBS
Terre Haute	WTHI	ABC

Television

Baltimore	WAAM
Fort Worth-Dallas	WBAP-TV
Louisville	WAVE-TV
New York	WPIX
St. Louis	KSD-TV

s-Eye Radio"

is ADAPTABLE

RADIO

Do you have a new product, a new sales-appeal, a new merchandising idea you'd like to test? *National spot radio can do it for you—more quickly and economically.*

Do you have a product that sells more readily in rural areas than in cities, or vice versa? *National spot radio can give you more concentration where you need it, with less waste.* Do you want most to reach men, women or children? Church people or night owls? Housekeepers or career girls? By a wise choice of stations, programs and time of broadcast, *national spot radio can give you more of what you want, at lower costs!*

After sixteen years of pioneering in Bull's-Eye Radio, Free & Peters knows practically everything there *is* to know about the adaptability of "national spot." And anything we know is yours for the asking. What can we dig out for you, *now?*

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since May, 1932

NEW YORK CHICAGO

ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

AWB DIST. 2 & 10 Day Programming Stressed

BETTER daytime programming should be provided listeners, and increased listening would be the reward, the District 2 meeting of the Assn. of Women Broadcasters was told at its Oct. 2-3 meeting held at the Sheraton Hotel, Rochester, N. Y.

The session wound up a series of three AWB district meetings. The first was held Sept. 25-26 in Cincinnati [BROADCASTING, Oct. 4], the second in Kansas City Sept. 28-29 (see below).

In a panel titled "Are Daytime Programs Keeping Up With the Listeners?", William Fay, WHAM Rochester general manager, contended they are, but felt stations are not tapping all available program sources. Panel moderator was Doris Corwith, NBC director of talks, with Sally Work, WBEN Buffalo, presiding as district chairman.

E. R. Vadeboncoeur, WSYR Syracuse, argued daytime programs are not keeping up with the listeners. Mrs. Sidney Schoenwald, "Favorite Program" contest winner, and Mrs. Arthur J. May, of Rochester, argued from the listeners' viewpoint that daytime programs are the stepchildren of nighttime programs.

In addressing the dinner meeting, Michael R. Hanna, WHCU Ithaca, NAB District 2 director, said one of radio's primary jobs is to increase daytime listening. "Free radio is paid for by advertising," he said. "If you can't sell soup you can't sell democracy." Al Zink Jr., WGY Schenectady, discussed TV programs for women and opportuntities for women in the video field.

Ruth Crane, WMAL Washington, AWB president, and Pat Griffith, NAB director of women's activities, conducted AWB work sessions.

Dr. Katherine Gillette Blyley, president of Keuka College, spoke on "Education for Social Responsibility." A forum on radio's social responsibility included: Paul Reed, Rochester Board of Education; Mrs. Nathan Strauss, WMCA New York; Dorothy Lewis, women's broadcast coordinator, UN. Helen Sioussat, CBS director of talks, was moderator.

Presiding at the District 10 meeting in Kansas City was Anna Hayes, KCMO Kansas City, AWB district chairman. Miss Griffith spoke on "The Woman Broadcaster" at a dinner meeting hosted by the Radio Council of Greater Kansas City. Margaret Stoddard, editor of Radio Council-Aire, spoke on work of the council, calling for council-station cooperation.

Host at a luncheon show in the Donnelly Garment Co. factory was Mrs. James Reed. NAB station managers of Kansas City entertained at cocktails.

WRGB to Get ABC, CBS DuMont Shows, Plus NBC

WRGB Schenectady, General Electric Co. video station, has made arrangements to receive programs from the ABC, CBS and DuMont television networks, supplementing the network service heretofore received only from NBC, G. Emerson Markham, station manager, announced last week.

He expressed the feeling that "this is a definite step in public service to our thousands of listeners." WRGB broadcasts 28 hours of video features weekly. Its network programs are transmitted from New York to Schenectady via a GE microwave relay.

Locally, the station plans to begin out-of-the-studio programming about Dec. 1 when it adds mobile equipment to its facilities.

AWB District 2 Registration

A

Nita Albers, Cornell U.

B

Claire Banister, WVFC Ithaca; Edna Barlett, WELM Elmira; Marion Hawley Baxter, WKOP Binghamton; Mary Beckley, WVET Rochester; Dr. Katherine Gillette Blyley, Keuka College Keuka; Betty Bocklage, WHAM Rochester; Mildred Curtin Boylan, WRNY Rochester; Lorraine Burndage, Dept. of Commerce, Albany; Mrs. Sarah Burbank, WNBF Binghamton.

C

Lucille Clarke, Myrtle Cobler, Red Cross; Doris Corwith, NBC New York; Ruth Crane, WMAL Washington.

D

Minerva W. Davenport, WTTM Trenton, N. J.; Alma Dettinger, WQXR New York; Harriette I. Dunbar, WDOS Oneonta.

F

Phyllis Fairbanks, WVFC Ithaca; William Fay, WHAM Rochester.

G

Pat Griffith, NAB; Gertrude Grover, WHCU Ithaca.

H

Nancy Hallauer, WHAM Rochester; Henriette Harrison, YMCA and YWCA, New York; Marguerite Hume, Brand Names, New York; Helen Humphrey, WHCU Ithaca; Adele Hunt, WPAT Paterson, N. J.

K

Frank Kelly, WBEN-TV Buffalo; Madeline Klein, WHEC Rochester.

L

Fran Leinen, WARC Rochester; Dorothy Lewis, UN Co-ordinator; Nan Lupo, WNJR Newark, N. J.

M

Mrs. Arthur J. May, Rochester; Edith Meserand, WOR New York.

N

Helen Neville, WKBW Buffalo.

O

Elizabeth Odames, WIBX Utica.

P

Mrs. Mary G. Phillips, WHCU Ithaca.

R

Virginia Roberts, WARC Rochester; Gertrude Rogers, Bowman & Block, Buffalo.

S

Harriet Sabine, Cann Mfg., Washington, D. C.; Lorraine D. Sahl, Foods & Supplies & Mkts., New York; Jean E. Schantz, Baldwin Bowers Strachan, Buffalo; Dorothy Shank, WEBR Buffalo; Helen J. Sioussat, CBS New York; Kathlyn Small, Sodus, N. Y.; Betty Stevens, WENE Endicott; Marion Stocker, Cornell U.; Mrs. Nathan Straus, WMCA New York.

V

E. R. Vadeboncoeur, WSYR Syracuse.

W

Louise Wilson, WHAM Rochester; Eileen Winchell, WKRT Cortland; Sally Work, WBEN Buffalo.

3½-Hour Broadcast Marks KFI-TV Bow

KFI-TV Los Angeles, owned and operated by Earle C. Anthony Inc., made its formal bow Oct. 6, presenting three and a half hours of programming with Adolphe Menjou as m.c. On air since August with six hours weekly, the station will now broadcast 12 hours. It is on Channel 9 (186-192 mc). Coincident with kickoff, William B. Ryan, general manager of KFI's AM, FM and TV operations, announced that KFI-TV is open to television network possibilities other than NBC. The fact that NBC already has a TV outlet in Los Angeles, makes a TV affiliation with NBC unfeasible, Mr. Ryan said. Station continues, however, as NBC standard affiliate.

Expanding on this, Mr. Ryan felt that a regional network might take the form of a "voluntary chain deal rather than one dominated by KFI." He suggested the possibility of a mutual agreement for relay and/or kinescope networking between stations north of Santa Barbara and San Francisco and south to San Diego. He felt that KFI might aid in sales and programming for member stations of such a network.

"KFI-TV is the only local TV station in Los Angeles," Mr. Ryan told BROADCASTING. Referring to the other stations he said: "If their TV interest is not national, then their parent company is national."

In viewing the future of television development in Los Angeles, he felt that a purely local station could operate programming and overall policies in more elastic fashion to meet needs of agencies and their clients.

Tube Sales Soar

SALES of radio receiving tubes in August increased sharply over July and ran well above August a year ago, according to Radio Mfrs. Assn. August tube sales totaled 16,722,177, bringing the year's total to 126,365,384. July sales were 9,637,244, with 14,548,551 sold in August 1947. Of the August 1948 sales 11,018,967 were for new sets; 5,160,653 for replacements; 507,397 for export; 35,160 to government agencies.

CBS Airs Hennock Talk in New York

Business Women's Group Hears First Woman Commissioner

FCC COMMISSIONER Frieda Hennock, in an address prepared for broadcast yesterday, (Oct. 1) on CBS, said that although she brought to the Commission a woman's viewpoint, she intended to "do a job for all of the people as best I can."

Miss Hennock, first woman ever appointed to the FCC, spoke at a luncheon of the New York League of Business and Professional Women's Clubs at the Biltmore Hotel. Her speech was scheduled for broadcast at 1:30 p.m.

She said that although she would not represent only women but would rather represent all people on the FCC, she would "not for one minute forget women's interests."

The occasion of her talk was the opening of National Business Women's Week.

Miss Hennock championed the placement of qualified women in important positions and decried the denial of such posts to women merely because of their sex.

In her own instance, she said she felt herself qualified for her responsible government position because she had wide experience in business and law.

The engineering problems which confront commissioners have been a struggle for her, she confessed. Her first impulse upon tangling with microvolts, clear channel, frequency modulation "and all that sort of thing," she confided, was to "rush to the hairdresser and get away from it all."

"But," she added firmly, "I went to work—and I am determined to master the technical side of my job."

NBC IS A DEFENDANT IN REMINGTON'S SUIT

NBC, General Foods Corp. and Elizabeth T. Bentley were named defendants in a $100,000 damage suit filed last Wednesday in New York by William W. Remington, suspended Commerce Dept. employe.

The plaintiff charged that Miss Bentley, admitted one-time Soviet espionage agent and former Communist party member, had falsely branded him a Communist on Martha Rountree's Sept. 12 *Meet the Press* video show, sponsored by General Foods.

Miss Bentley is said, during the telecast, to have reiterated some of the charges she made against Mr. Remington during hearings before the House Un-American Activities Committee the previous month. Mr. Remington, in the complaint, said that the charges on the program had caused great damage to him, to his profession of economist and his employment by "bringing him into public odium and contempt."

KXOK's 3 R's

BUILD PROFITABLE SALES IN "ST. LOUIS-LAND"

Readin' about *Reach* in the BMB coverage story makes good *readin!* 115 counties daytime . . . 98 counties night time. Also a coincidental survey* in the thirty prosperous counties immediately surrounding big St. Louis shows that KXOK alone delivers 22.1% of the listening audience morning, noon and night.

Ritin' about KXOK Hooper *Ratings* is fun! Audience increases month after month, show gains in Total Rated Time Periods in excess of any other St. Louis Network station.

'Rithmetic readily proves that the advertiser with KXOK low-in-St. Louis rates gets more Hooper . . . plus more coverage . . . per dollar on KXOK.

Check the 3 R's . . . Rates . . . Ratings (Hooper) . . . Reach (BMB) . . .

check our John Blair representative today . . .

you'll check KXOK as your number one buy in "St. Louis-land."

*survey conducted by Edward G. Doody and Co. . . . 109,000 calls completed.

KXOK

ST. LOUIS' A B C AFFILIATE • CHESTNUT 3700

630 KC • 5,000 WATTS • FULL TIME

Owned and operated by St. Louis Star-Times

CAB PLANS

Board Approves Reorganization

By JAMES MONTAGNES

REORGANIZATION of operations of the Canadian Assn. of Broadcasters was approved at CAB directors' meeting held at the Royal York Hotel, Toronto, Oct. 4-6. Under the new set-up CAB operations will center at Ottawa, with Toronto office used mainly for station and advertiser servicing.

Recommendations for CAB reorganization were drawn up by Jim Allard, CAB general manager, and A. R. MacKenzie, trouble-shooter and personnel executive of All-Canada Radio Facilities Ltd., Calgary. The two executives had studied CAB operations from the standpoint of "what are prime functions of CAB and what should it be doing to discharge those functions?" Their report cited collective bargaining or liaison, aiding station operators and counselling general advertisers as the three prime functions. Supplementary activities and general services that could be developed were outlined, ranging all the way from "capitalizing on the talents of those in allied fields who have a stake in our success" to operating frequent regional meetings and developing new station services.

The report recommended four categories of CAB operations. First would be that of liaison and collective bargaining, under direct charge of the general manager and based on policy set by the directors. The second would be station servicing, including operation of regional clinics and meetings, plus tips for new business, packaged advertising campaigns, extension training, registry of potential employes and personal contacts.

The third category, advertiser servicing, would include station selling information, research, and personal contacting of advertisers and agencies. Internal routine, the fourth classification, would include work of the Ottawa Radio Bureau, membership routines, standard rate structure work, franchises, special committee work, NAB relations, censorship formula, audience stimulation, convention organizing and French translating.

No date was set for personnel moves under the reorganization plan. New personnel will be hired to do the advertiser contacting.

The directors' meeting also dealt with negotiations underw
on proposed government plan
raise license fees for broadcaste
Under the present system abo
$85,000 in such fees is collect
annually from broadcasters. T
money is turned over to CBC. R
cently the Dept. of Transport
Ottawa intimated it will increa
the fees, basing them on gro
revenue of stations, to net t
government about $250,000.

CAB is now negotiating, und
protest, for a reduction from t
proposed fees, which are to
retroactive to April 1, 1948, sta
of fiscal license year. CAB ma
take the issue to court on groun
that (1) money should not go
CBC, chief competitor of private
owned and license-paying statio
but to Dept. of Transport to he
defray expenses in connection wi
broadcasting services of depa
ment, and (2) that proposed a
sessment on gross station reven
is a tax, and not a license, a
therefore is illegal.

CAB directors have also a
proved production of a film, de
ing with broadcasting by indepe
dent stations, for distribution
schools and industrial plants. A
vertising agencies to be enfranch
ed by CAB were approved,
were plans for 1949 annual me
ing at Hotel Algonquin, St. A
drews-by-the-Sea, New Brunswi

Report on Price Mention

CAB board heard a report
how price mention is being receiv
and operated by Canadian statio
since this was allowed as of Se
1. Plans for policy on newsca
commercials were outlined a
new rate structure committee s
up approved, consisting of t
station representatives, two st
tion operators and the CAB ge
eral manager as chairman.

Three regional meetings we
announced, in Vancouver for Br
ish Columbia stations Oct. 18-
in Edmonton for Alberta statio
Oct. 20-21, and in Toronto f
Ontario stations Oct. 30-31.

CAB board gave a cockt
party for CBC program exec
tives meeting at same time in T
ronto.

Persistence...

is a most valuable asset. Men who have and use this quality always get somewhere. • Nothing else in the world can take the place of persistence. • Talent will not: nothing is more common than unsuccessful men with talent. • Genius will not: unrewarded genius is almost a proverb. • Education will not: the world is full of educated derelicts. • Persistence and determination alone are the omnipotent. • Through persistence KMAC, established in 1926, will soon go to 5,000 watts, unlimited, at 630, with an audience of one and one-quarter million.

Mutual in San Antonio

Kmac-Kiss

Howard W. Davis, owner

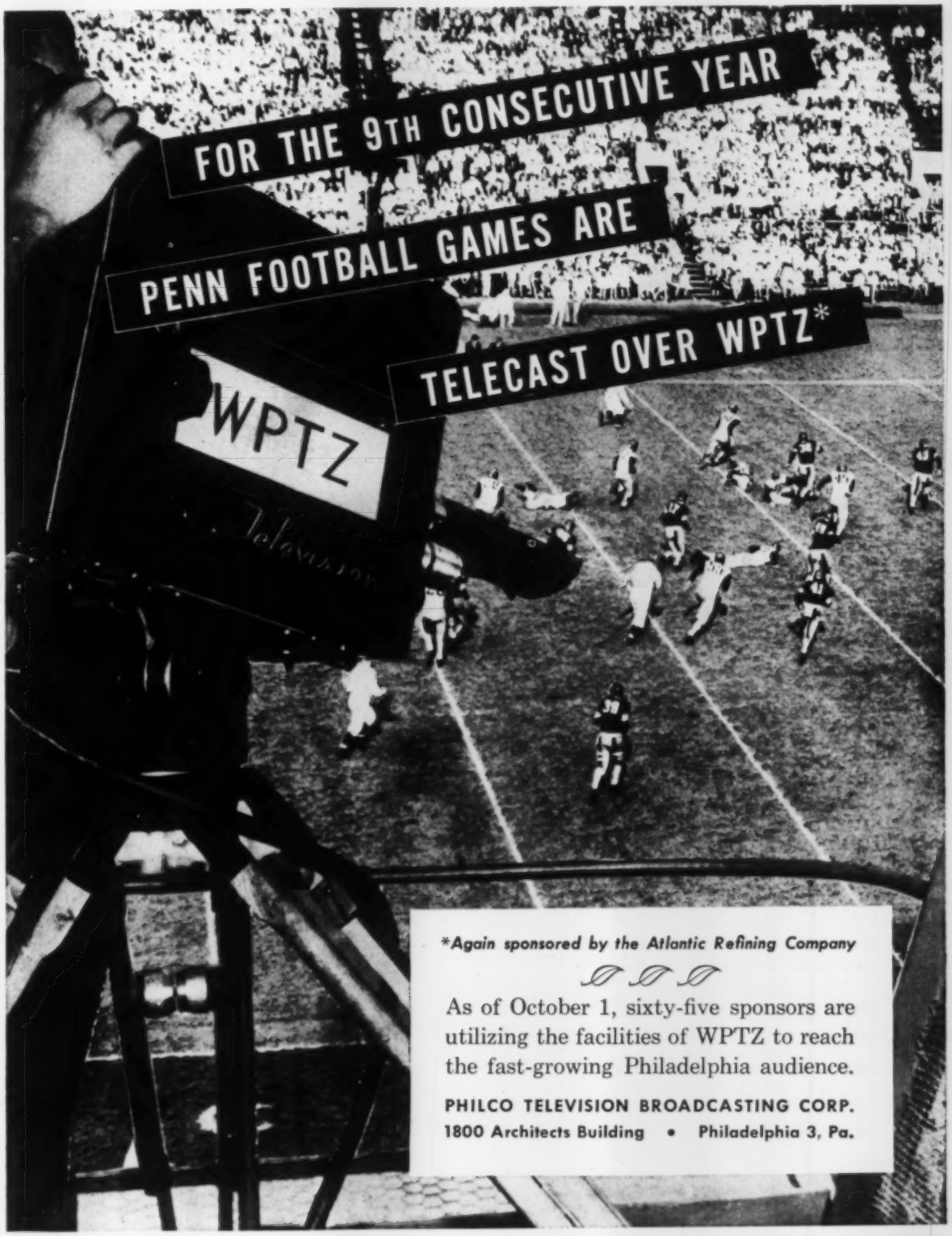
Represented Nationally by The JOHN E. PEARSON Company

General Foods Log Cabi Syrup Campaign Planne

WITH the return of Log Cab Syrup to the market, and the ava ability once more of tin for maki the well-known cabin-shaped pac age, General Foods Corp., Ne York, is planning an extensive a vertising campaign for the pro uct.

National radio promotion will carried via hitchhikes on the *Hou of Mystery* (Sundays, 4-4:3 MBS), *Burns and Allen* (Thur days, 8:30-9, NBC) and *Mr. A and Jane* (Fridays, 8:30-9, CB shows.

Benton & Bowles, New Yor is the Log Cabin agency.


FOR THE 9TH CONSECUTIVE YEAR
PENN FOOTBALL GAMES ARE
TELECAST OVER WPTZ*
WPTZ
*Again sponsored by the Atlantic Refining Company
As of October 1, sixty-five sponsors are utilizing the facilities of WPTZ to reach the fast-growing Philadelphia audience.
PHILCO TELEVISION BROADCASTING CORP.
1800 Architects Building • Philadelphia 3, Pa.

WPTZ FIRST IN TELEVISION IN PHILADELPHIA

NBC TELEVISION AFFILIATE

CBS-TV affiliation contract with KLEE-TV, Houston's first television station, goes into effect. Making it legal are (l to r) William Schudt, CBS director of station relations; Herbert V. Akerberg, CBS v.p. in charge of station relations; W. Albert Lee, KLEE-TV owner, and Sidney Balkin, KLEE-TV general manager.

TRANSFER of KFBI Wichita to new owner, KFBI Inc., was witnessed by (l to r, seated) J. Wirth Sargent, attorney; Horace L. Lohnes, radio attorney; Robert L. Laubengayer, chairman of KFBI board; (standing) Clem J. Randau, KFBI Inc. president; Kay Pyle, treasurer; Sidney Harris, Harris newspapers; Howard Lane, KFBI executive v.p. and director of Marshall Field stations; John Harris, Harris newspapers.

WARM WELCOME goes to Senor Manuel Lopez Diaz (r), owner and manager of XEAV Guadalajara City, from Clemente Serra Martinez, head of Radio Programas de Mexico. XEAV has just joined RPM as an affiliate.

CLINTON Clothes will telecast Callahan A. C. bouts from Boston Arena over WNAC-TV Boston as a result of this get-together of (l to r) Abe Franks, Clinton president; Linus Travers, WNAC-TV; George W. Steffy, WNAC-TV.

TV plans for WSB-TV Atlanta aired by (l to r) J. Leonard Reinsch, managing director of Cox radio stations; Wright Bryan "Atlanta Journal" editor, John M. Outler Jr., gen. mgr. WSB, WSB-TV.

STANDARD OIL of Indiana again comes sponsor of the football "Game of the Week" over KMOX St. Louis. Carter Ringlep (l), KMOX and R. May, Standard Oil of Indiana, the ten-week Midwest games.

SPONSOR Colgate - Palmolive - Peet luncheon honors "Can You Top This?" Clockwise: James Reilly, Colgate; Edward Franklin, Newell-Emmett; Peter Dech, Kirkman & Son; F. S. Drake, Colgate; Joe Laurie Jr., of program; William Hartman, Kirkman; W. Wilson m.c.; R. Parman, Ted Bates Inc.; S. Jaffe, W. Rydell, N-E; H. Hirshfield, W. Kearns, Bates.

MBS outlet, WGST Atlanta, Georgia Tech station, celebrates its new Mutual affiliation with dinner for Edgar Kobak (third from left), network president. Among those attending were (l to r) Joe Westbrook, Pope Brock, Frank Spratlin, Dr. Raymond Paty and Jack McDonough, member of radio committee of Board of Regents, Georgia Tech.

SNAPPED off almost to the base, the 152-foot self-supporting steel tower of WKWF Key West lies sprawled on the ground, blown over by the recent hurricane that roared over the Keys. Only 20 minutes after the tower collapsed, the station was back on the air with an emergency antenna.

AS WBAP-TV Fort Worth takes to air, Amon Carter (standing), W president, inaugurates the service. W ing to take their place on the screen (l to r, seated) R. C. Stinson, WBAP gineering director; George Cranst manager, Harold Hough, station direc President was televised first day.

Three Beauties of the Deep South

1. OAK ALLEE, St. James Parish, Louisiana—one of the stateliest old plantation homes. Authentic furnishings add to its charm.

2. KAISER PERMANENTE ALUMINUM PLANT, Baton Rouge, Louisiana—typical of vast heavy industries in the state's capital city. Fast-growing industry has helped WWL-land score above national average in increased income, increased buying power, and general prosperity.

3. WWL's COVERAGE OF THE DEEP SOUTH

50,000 watts—high-power, low-cost dominance of this new-rich market.

The Greatest SELLING Power in the South's Greatest City

WWL PRIMARY NIGHT-TIME COVERAGE
2,000,000 RADIO HOMES

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

50,000 WATTS - CLEAR CHANNEL
CBS AFFILIATE
Represented Nationally by The Katz Agency, Inc.

TV at Fort Monmouth

TELEVISION entertainment is available to all personnel stationed at Fort Monmouth, N. J., with the exception of one company which will have it by the end of the year, post officials have announced. Believed to be one of the first Army posts to make video entertainment available, the equipment was purchased from the central post fund with profits from post exchanges and post theatre admission. The sets are placed in company recreation rooms.

Testimony Reprint Gives News Rights

Vadeboncoeur Booklet Stresses Legal Protection Need

BROADCASTERS must act aggressively to secure the same legal news protection accorded newspapermen, E. R. Vadeboncoeur, vice president of WSYR Syracuse and chairman of the NAB news subcommitttee, writes in the foreword to a booklet reprinting his testimony before the Law Revision Committee of New York.

The state legislative body is considering a bill to provide newspapermen protection of news sources. Mr. Vadeboncoeur appeared before the committee last spring to urge inclusion of radio in the bill.

Eleven states grant protection to newspapermen, he says. These are Alabama, Arkansas, Arizona, California, Indiana, Kentucky, Maryland, Montana, New Jersey, Ohio and Pennsylvania. They are protected from reprisals for refusal to divulge a news source. Radio, however, is completely ignored in these states.

Maryland First

First state to pass a newspaper privilege law was Maryland. This occurred in 1896, when there were no radio stations, says Mr. Vadeboncoeur. The statute has been copied by 10 other states. The Arizona law may apply to radio, since it includes the phrase "engaged in newspaper or reportorial work."

The Law Revision Committee of New York invited Mr. Vadeboncoeur and Michael R. Hanna, WHCU Ithaca, NAB district director, to testify. They asked for amendment of the bill to cover radio.

"It is high time that radio newsmen who have richly earned equal rank and dignity with newspapermen," Mr. Vadeboncoeur writes, "should end a serious discrimination against them that has its roots in a law written before commercial radio was born and which is perpetuated only by others and neglect on our own part."

POPULATION

Pacific Coast Gains 45.3% Since '40

AMERICA's high post-war birthrate, and equally large migration figures, have combined to produce some startling changes in population figures, according to the latest 1948 population estimates published by the Bureau of the Census.

The Bureau estimates that the Pacific Coast area has gained 45.3% in population since 1940's census, while the national gain has been 11%, or 131.6 million to 146.1 million persons.

No region has lost population. However, six states have turned up with an estimated net loss in population for the eight year period. They are: North Dakota, South Dakota, Nebraska, Kentucky, Mississippi, Arkansas and Montana. These predominantly rural states showed a net decrease in population ranging from 12.6% for North Dakota to 0.9% for Kentucky.

★

California's increase of more than three million persons was the largest gain in the period. Other states with a large increase are Michigan, 939,000 persons; New York, 907,000; Ohio, 891,000, and Texas, 815,000.

Oregon showed the largest percentage gain—49.2%—while Connecticut, New Hampshire, New Jersey, Ohio, Indiana, Michigan, Delaware, Maryland, District of Columbia, Virginia, Florida, Texas, Arizona, Utah, Nevada, Washington, Oregon, and California all showed a gain of more than 11% —the national average.

* * *

ESTIMATES OF THE POPULATION OF THE UNITED STATES, EXCLUDING ARMED FORCES OVERSEAS, BY REGIONS AND STATES: JULY 1, 1948, AND APRIL 1, 1940

(Estimates are rounded to the nearest thousand)

Region and State	Total population excluding armed forces overseas			
	July 1, 1948	April 1, 1940 (census)	Increase (+) or decrease (—), 1940 to 1948	
			Number	Percent
United States	146,114,000	131,669,275	+14,444,000	+11.0
REGIONS:				
The Northeastern States	39,104,000	35,976,777	+3,128,000	+8.7
The North Central States	41,846,000	40,143,332	+3,703,000	+9.2
The South	44,507,000	41,665,901	+2,841,000	+6.8
The West	18,656,000	13,883,265	+4,773,000	+34.4
NEW ENGLAND:				
Maine	900,000	847,226	+53,000	+6.2
New Hampshire	548,000	491,524	+57,000	+11.6
Vermont	374,000	359,231	+15,000	+4.1
Massachusetts	4,718,000	4,316,721	+401,000	+9.3
Rhode Island	748,000	713,346	+34,000	+4.8
Connecticut	2,011,000	1,709,242	+302,000	+17.7
MIDDLE ATLANTIC:				
New York	14,386,000	13,479,142	+907,000	+6.7
New Jersey	4,729,000	4,160,165	+569,000	+13.7
Pennsylvania	10,689,000	9,900,180	+789,000	+8.0
EAST NORTH CENTRAL:				
Ohio	7,799,000	6,907,612	+891,000	+12.9
Indiana	3,909,000	3,427,796	+482,000	+14.1
Illinois	8,670,000	7,897,241	+773,000	+9.8
Michigan	6,195,000	5,256,106	+939,000	+17.9
Wisconsin	3,309,000	3,137,587	+171,000	+5.5
WEST NORTH CENTRAL:				
Minnesota	2,940,000	2,792,300	+147,000	+5.3
Iowa	2,625,000	2,538,268	+87,000	+3.4
Missouri	3,947,000	3,784,664	+163,000	+4.3
North Dakota	560,000	641,935	—82,000	—12.8
South Dakota	623,000	642,961	—20,000	—3.2
Nebraska	1,301,000	1,315,834	—15,000	—1.1
Kansas	1,968,000	1,801,028	+167,000	+9.3
SOUTH ATLANTIC:				
Delaware	297,000	266,505	+31,000	+11.5
Maryland	2,148,000	1,821,244	+326,000	+17.9
District of Columbia	898,000	663,091	+235,000	+35.5
Virginia	3,029,000	2,677,773	+351,000	+13.1
West Virginia	1,915,000	1,901,974	+13,000	+0.7
North Carolina	3,715,000	3,571,623	+144,000	+4.0
South Carolina	1,991,000	1,899,804	+92,000	+4.8
Georgia	3,128,000	3,123,723	+4,000	+0.1
Florida	2,356,000	1,897,414	+459,000	+24.2
EAST SOUTH CENTRAL:				
Kentucky	2,819,000	2,845,627	—26,000	—0.9
Tennessee	3,149,000	2,915,841	+233,000	+8.0
Alabama	2,848,000	2,832,961	+15,000	+0.5
Mississippi	2,121,000	2,183,796	—63,000	—2.9
WEST SOUTH CENTRAL:				
Arkansas	1,925,000	1,949,387	—25,000	—1.3
Louisiana	2,576,000	2,363,880	+212,000	+9.0
Oklahoma	2,362,000	2,336,434	+25,000	+1.1
Texas	7,230,000	6,414,824	+815,000	+12.7
MOUNTAIN:				
Montana	511,000	559,456	—48,000	—8.6
Idaho	530,000	524,873	+5,000	+1.0
Wyoming	275,000	250,742	+24,000	+9.6
Colorado	1,165,000	1,123,296	+41,000	+3.7
New Mexico	571,000	531,818	+39,000	+7.4
Arizona	664,000	499,261	+164,000	+32.9
Utah	655,000	550,310	+104,000	+19.0
Nevada	142,000	110,247	+31,000	+28.4
PACIFIC:				
Washington	2,487,000	1,736,191	+751,000	+43.3
Oregon	1,626,000	1,089,684	+536,000	+49.2
California	10,031,000	6,907,387	+3,124,000	+45.2

Source: U. S. Bureau of the Census.

CONGRATULATIONS are extended to Marcellus M. Murdock (l), KFH Wichita executive vice president and publisher of "Wichita Eagle," by Frank Carlson, governor of Kansas. Occasion was inaugural broadcast of KFH-FM on which Gov. Carlson delivered the opening greeting to listeners.

NARND Announces Topics for Panels

Wide Coverage Planned for Small Station News Departments

A PANEL on problems of small station news departments will be featured at the annual convention of the National Assn. of Radio News Directors. The meeting will be held in St. Louis, Nov. 12-14, according to Soren Munkhof, news director of WOW Omaha, convention program chairman.

Fred Hinshaw, news director of WLBC Muncie, Ind., will preside over the small station panel. Discussion will be based on a booklet, *Tips for Small Station Newsrooms*, which Mr. Munkhof says the small stations committee hopes to distribute at the convention.

Paul Ziemer, news director of WKBH La Crosse, Wis., will cover "Special Methods of Municipal Reporting," followed by Michael Hinn, news director of WKOW Madison, Wis., on "The State Capitol Newsroom."

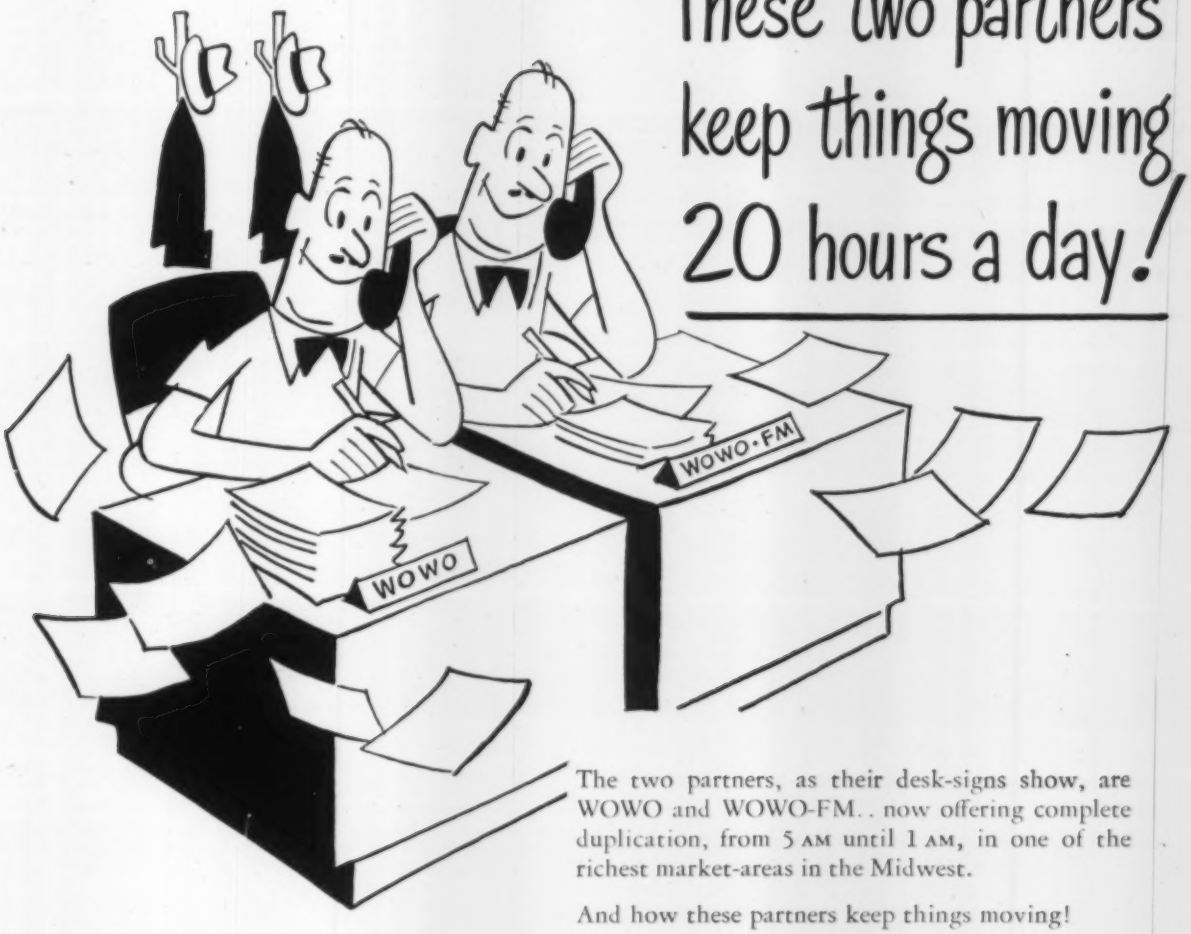
Bill Thompkins, news director of WROW Albany, will discuss "Public Relations for the Newly Established Radio News Department." Also on that panel will be F. O. Carver, news director of WSJS Winston-Salem, N. C., speaking on "Newspaper-Radio Cooperation."

Invitations to attend the convention also have been sent to deans and directors of major journalism schools. John Hogan, NARND president from WCSH Portland, Me., explained that it is the feeling of NARND that the organization must work closely with the schools of journalism.

Battersby Gets Award

ROY BATTERSBY, NBC-TV publicity writer, has won a $500 "Pall Mall journalism award" offered weekly on *The Big Story* program (NBC, Wed. 10-10:30 p.m.) for dramatic rights to the story of a murder he helped to solve while on the staff of the New York *Herald Tribune*. His story will be heard on *The Big Story* show this Wednesday night, Oct. 13.

These two partners keep things moving 20 hours a day!



The two partners, as their desk-signs show, are WOWO and WOWO-FM.. now offering complete duplication, from 5 AM until 1 AM, in one of the richest market-areas in the Midwest.

And how these partners keep things moving!

Every recent Hooper survey shows WOWO programs far ahead of competition. And, according to storekeepers, WOWO promotions really keep merchandise rolling over counters throughout the area.

How big *is* this area?

Consult BMB and you'll see that WOWO reaches 573,300 listener-families in 59 counties. And WOWO-FM, whose 504-foot antenna tower is Indiana's tallest structure, brings FM broadcasts to listeners in a 16,000-square-mile area in three states!

Put these partners to work for you! Get two coverages for the cost of one! Consult NBC Spot Sales, or the WOWO Sales Department.

WOWO

FORT WAYNE

ABC Affiliate

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

POWER INCREASE

5 KW

NON-DIRECTIONAL ON 550 KC

KOY

550 kc
PHOENIX

MANAGEMENT AFFILIATED WITH W.L.S. CHICAGO

CBS

NATIONAL REPRESENTATIVES
JOHN BLAIR AND COMPANY

STEFFY NOW ON BOARD OF YANKEE NETWORK

GEORGE W. STEFFY, vice president of the Yankee Network, has been elected to the board of directors. He will carry out the operations of Yankee in the absence of Linus Travers, appointed a vice president of MBS [BROADCASTING, Oct. 4].

Mr. Travers is remaining with Yankee's management board while serving with Mutual, of which Yankee is a 20% stockholder. Yankee has just renewed its affiliation contract with MBS, of which it is the New England regional representative.

Mr. Steffy entered radio in the fall of 1927 when, as he was starting his college work, he joined WEAN Providence as a control board operator. After graduation from Providence College in 1929, Mr. Steffy was transferred to the engineering staff of WNAC Boston. With a background of the technical end of the business, he turned to production.

Mr. Steffy became production director for WNAC in 1935 and was later appointed to the same post for the entire Yankee Network in New England.

In 1944 he was elected vice president in charge of operations for the Yankee Network. He is supervising all program activities at WNAC-TV.

RTDG Issues Statement Upholding Ex - President

RADIO and Television Directors Guild last week issued a statement reaffirming its faith in William Sweets, its former president, as "a leading, highly-honored, and valuable member" of the union's local and national board. A week earlier RTDG disclosed that Mr. Sweets had resigned from the presidency as a matter of principle rather than sign a non-Communist affidavit, which most of the other members of the national board had signed voluntarily.

The Guild's latest statement expressed the union's "deep regret" at Mr. Sweets' resignation, and outlined a four-part resolution adopted as a result of his action. This resolution "vigorously condemns" the Taft-Hartley Law; "unanimously recognizes and upholds" the right of Mr. Sweets not to sign the non-Communist affidavit; approves the actions of the national board members who voluntarily signed the affidavits, and declares that the RTDG has "closed ranks" and will continue to negotiate for freelance writer contracts "with full vigor."

FIVE new members were admitted to NBC Hollywood Twenty Year Club and nine to Ten Year Club at annual tea and Twenty Year Club Dinner held recently at Beverly Hills Hotel, Beverly Hills. New Twenty-Yearers are MAX BAUMAN, LESTER D. CULLEY, EVELYN V. HALE, KAY HARDESTY, JENNINGS PIERCE. Ten year veterans are GUSTOV BANSEMER, WALLACE BOONE, B. H. GAGE, WILLIAM C. CARTLAND, HELEN MURRAY HALL, VAN E. NEWMAN, ORA H. WILKINS. Total for both clubs now stands at 75.

Peron Tries Gag On Correspondents

Privileges Revoked Temporarily For Period of 12 Hours

PERONISTA gag tactics were used for a short period Oct. 2 on five foreign correspondents in Argentina, including Herbert Clark, BROADCASTING writer. Mr. Clark became a government target last July after dispatching factual accounts to this magazine, deploring Argentina's lack of freedom of speech in the radio field. [BROADCASTING, July 26].

The muzzle was applied on the five correspondents, four of them American citizens, through revocation of their press credentials and privileges to file dispatches. All commercial cable and wireless companies were instructed to refuse dispatches from the five newsmen and women, all of whom had purportedly contributed to the "bad press" Gen. Peron was receiving in the U. S. and other democratic nations.

After 12 hours, the Peron government temporarily lifted the ban without explaining either action. A definite decision is expected soon.

Correspondents affected were Joseph F. McEvoy, AP; Milton Bracker, chief South American correspondent of the *New York Times;* his wife, Virginia Lee Warren, also a *Times* correspondent; Jorge Arrieta, a Uruguayan who is chief of the Reuters bureau in Buenos Aires, and Mr. Clark, who is also correspondent for the American Broadcasting Co., New York *Daily News*, Chicago *Sun-Times*, Buffalo *Courier Express* and London *Daily Telegraph*.

Mr. Clark fell into disfavor with the Peron government when he reported to BROADCASTING a resolution adopted by the Inter-American Assn. of Broadcasters at their Buenos Aires convention last July, deploring the Argentine government's pressure on and control of radio.

His dispatch to BROADCASTING was delayed after it had been removed from the mails and printed in Peronista newspapers with attendant charges of a "conspiracy" against Peron.

The mail-marauding became an international incident and Sen. Charles W. Tobey (R-N.H.), chairman of the Senate Interstate and Foreign Commerce Committee, with Sen. Ernest W. McFarland (D-Ariz.) demanded, in a letter to the State Dept., an explanation of what steps were proposed to avoid a recurrence.

In a letter to the legislators, Secretary of State George C. Marshall wrote a diplomatic close to the incident. Secretary Marshall said U. S. Ambassador James Bruce had been assured by Argentina's Foreign Minister that "the Argentine government was not contemplating sanctions against Mr. Clark" [BROADCASTING, Sept. 20].

The State Dept. is now awaiting a reply from the American Embassy in Buenos Aires giving a "full report" on the latest development, involving 4 of the 12 U. S. correspondents in Argentina.

ELECTION of officers turned into a co-ed affair at the opening business meeting held by the Radio Executives Club of Boston. Officers are (above, l to r): Jan Gilbert, Harold Cabot & Co., secretary, and Nona Kirby, WLAW Lawrence, second vice president. Below: Craig Lawrence, WCOP, first vice president; William B. McGrath, WHDH, president; Edmund J. Shea, James Thomas Chururg Co., treasurer.

Management

DON SEARLE, ABC vice president in charge of Western division, left Hollywood Oct. 5 for month's trip east during which he will confer with station and network officials on forthcoming television and radio plans. His stops will include Grand Island and Omaha, Neb., Chicago and New York.

MARSHALL ROSENE, manager of WSAZ Huntington, W. Va., has been elected president of the Huntington Advertising Club.

MOTT M. JOHNSON, program director of KWFT Wichita Falls, Tex., has been appointed manager.

TOP TALENT FORUM

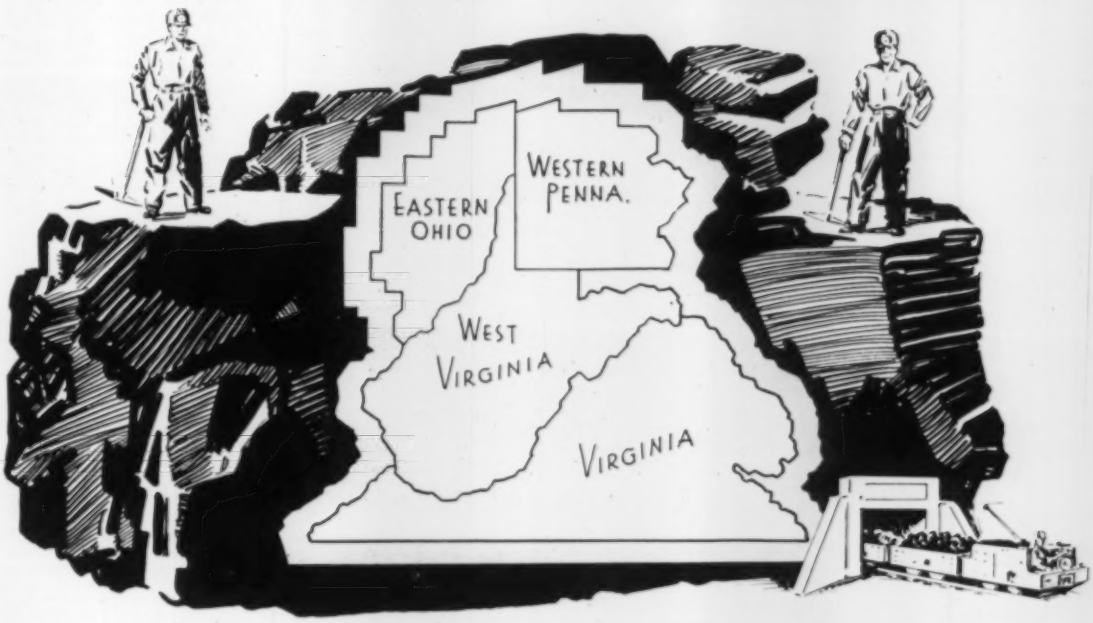
KLIX Show Features Senators And Other Leading Figures

UNUSUAL SUCCESS in attracting top talent as participants in its *KLIX Forum* is reported by KLIX, 250-w ABC outlet on 1340 kc at Twin Falls, Idaho.

Two U. S. senators and a candidate for the Senate appeared on one of the recent *KLIX Forum* shows, and all of them made special trips to Twin Falls for the purpose. They were: Sen. Glen Taylor, Progressive Party vice presidential candidate, who won his Senate seat as a Democrat; Sen. Henry C. Dworshak (R-Idaho), and Judge Bert Miller, justice of the Idaho Supreme Court, Democratic candidate for the Senate.

Moderator of *KLIX Forum* is Juneau H. Shinn, the station's sales manager. The program is heard Tuesday nights, preceding ABC's *Town Meeting of the Air.*

It Took CENTURIES to Make This a Rich Market for Alert Advertisers



More Than Half of the Nation's Coal* Is Produced in This WWVA Coverage Area

Nature endowed this four-state area of Western Pennsylvania, Eastern Ohio, West Virginia and Virginia with untold riches in the coal that turns the wheels of industry—that furnishes heat, power and light for countless millions.

Day and night thousands of men are busily engaged in mining these Black Diamonds, in hauling them by river, rail and highway. The weekly earnings in the mining and its dependent industries are at an all-time high—which means plenty of spendable dollars for alert advertisers.

With *one* station, *one* cost, *one* billing—with WWVA you can reach this four-state heart of the soft coal industry; with WWVA's friendly programming you can make sure your advertising message reaches into the homes and hearts of the people who make this mining industry great.

For there are more than eight million people in this area, and they spend *Four and One-Half Billion Dollars Annually* in retail sales outlets. Ask an EDWARD PETRY Man about this great WWVA area.

**Bituminous, that is!*

A FORT INDUSTRY STATION

WWVA

50,000 WATTS • • CBS • • WHEELING, W. VA.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

THE LATEST WCKY STORY

RECOGNITION - - - by THE AUDIENCE

More people listened to WCKY in the first 8 months of 1948 than in any like period in the history of the station.

From 8 AM to 8 PM—WCKY had the highest Cincinnati ratings in its history—ratings exceeded by only one Cincinnati station.

Here is Pulse, Inc.'s findings from November 1947 through October 1948 (totalling 41,000 interviews, the largest and most complete survey ever made in Cincinnati), 8 AM to 8 PM, Mon.-Fri.:

	WCKY	NETWORK STATION A	NETWORK STATION B	NETWORK STATION C	NETWORK STATION D
Share of Audience	19.2	15.9	17.7	26.0	15.3

From 8 PM–12 Midnite—In the first 9 months of 1948, the WCKY Jamboree pulled the greatest volume of direct mail sales —611,890 proofs of purchase—all from "WCKY-Land". A mail count 28% greater than the same period in 1947.

INVEST YOUR AD DOLLAR WCKY'S-LY

THE LATEST WCKY STORY

RECOGNITION - - - by ADVERTISERS

More National Spot and Local Accounts used WCKY in this period than ever before—as indicated by the following partial list of leading accounts, which moved goods in Cincinnati and "WCKY-Land" through WCKY:

PROCTER & GAMBLE
CAMEL CIGARETTES
CHRYSLER DEALERS
LADIES HOME JOURNAL
CORONET MAGAZINE
FORD TRACTOR DEALERS
CINCINNATI GAS & ELEC. CO.
BAVARIAN BREWING CO.
KOOL CIGARETTES
VIRGINIA DARE WINES
ALMS & DOEPKE DEPT. STORE
PARAMOUNT PICTURES
BLOCK DRUG CO.
PARKVIEW MARKETS
PLOUGH SALES CORP.
BRUCKMANN BREWING CO.
FARR BROS. APPLIANCE DEALERS
CHURNGOLD MARGARINE
TAYSTEE BREAD
GRENNAN CAKES
BC REMEDY CO.
MGM-LOEW'S PICTURES
MUSTEROLE
MARIEMONTLAUNDRY CO.
DR. CALDWELL'S SYRUP OF PEPSIN
NEW ENGLAND CONFECTIONERY CO.
BULOVA WATCHES
COLGATE DENTAL CREAM
CONTINENTAL BAKING—WONDER BREAD
ANACIN
MUELLER MACARONI
HALO SHAMPOO
4 WAY COLD TABLETS
ROMAN CLEANSER
EX-LAX
AJAX CLEANER
FREEZONE
DOAN'S PILLS
PETER PAUL MOUNDS
TINTEX
FATHER JOHN'S
STILLE & DUHLMEIER FURNITURE CO.
RICHMAN BROS. CLOTHING
FELDMAN FARM & HOME CENTER
HARTZ MOUNTAIN PRODUCTS
CONSOLIDATED DRUG CO.
CHEF BOY-AR-DEE SPAGHETTI
JAMISON MOTORS
KAY FURNITURE CO.
NATIONAL CARPET CO.
SCHUERMAN AUTO SALES

WCKY—50,000 WATTS OF SELLING POWER

24 HOURS PER DAY

L. B. Wilson

Thomas A. Welstead
Eastern Sales Manager
53 E. 51st St.
New York City.
Phone: Eldorado 5-1127
TWX: NY 1-1688

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

Sharp-Edged Tool

WITH THIS issue, BROADCASTING subscribers receive their 1948 MARKETBOOK. It contains the latest authentic and comparable data, city by city and county by county for the United States and Canada.

The material, gathered for the first time in a single volume, is dedicated wholly to the business of broadcasting. The many changes that occurred in population, earning power and habits during the war years and in the years since its end are paralleled by the changes in radio itself.

No need to present again in detail here what those changes have meant. Enough to say that there are now 2,000 AM stations on the air, 650 FM's and the TV total of under 50 is measured more by impact than number.

Resulting from this, inevitably, is the quest for new business. The new outlets must have the wherewithal. The days of sitting back and letting advertisers scramble for the available time slots is past.

The MARKETBOOK is intended as another tool with which to work. Our hope is that it proves an efficient and sharp-edged tool that fits the hand to which it has been molded.

Needed: A Salesman

ADVERTISING statistics, in king-size doses, are being released at this season. Current reports show a record year (1) for broadcast time sales and (2) for printed media. The gross figures look good. The net: ask the man who owns one.

Radio, unlike the newspapers or the magazines, has experienced an abnormal period of change since the war's end. TV and FM and the nearly doubled number of standard stations have brought radio vexatious risks and complexities. The printed media have been limited only as to newsprint capacity. All media have felt the inflationary spiral.

Despite the uncertainty, radio shows another 7.4% indicated increase in time sales, according to NAB estimates. It is about equal to the increase of 1947 over 1946. NAB estimates the year's overall gross at $383.8 million against 1947's $357 million.

On the basis of the first eight months, NAB's study shows national spot sales gaining the most ground in the radio family, rising 10% over last year. The network time sales will turn in a plus figure of about 6%. Local business, outstanding gainer in 1947, will increase this year too, but at a modest 6% compared with 16.6% last year.

ANPA's Bureau of Advertising reports a banner year for newspapers, with a new record of near 1.1 billion dollars indicated for 1948. Back of that is an unprecedented promotion campaign, incubated during the years of the war-time shortages, and unleashed as soon as the lid was off on paper-rationing. The magazines followed suit. Radio, we're told by some of the buyers, was smug and complacent, riding on its pre-war laurels—and results.

Until the war, radio was a sort of glamourpuss among the advertising media. It has gone a long way on momentum—and some sweat. Ten years ago radio received one local advertising dollar for every 13 placed in the newspapers. In 1948 that ratio is less than five to one. With TV adding the visual appeal, the handwriting becomes clearer.

And with TV, another problem arises. At this stage too many advertisers and agencies lump in TV with sound broadcasting. It's part of the same budget. What goes into TV, in all too many cases, comes out of the sound budget.

The advertiser has a freedom of choice that he has never had before. He is beseiged with newspaper, and magazine presentations. He knows something about radio, and he may be entranced by television. He hasn't had the same sort of prodigious pitch from radio.

What radio needs is a million dollar salesman. It has the goods, but it isn't being merchandised. There are plans afoot.

Watch this space.

To Freeze—To Preserve

CONTRARY to all the usual implications of such a procedure, the temporary freeze which FCC has imposed upon television applications is stabilizing and reassuring and should be welcomed.

The primary objective of perfecting television's technical standards is adequate justification for the move. More than that, the decision should remove much indecision about the permanence of the present channels. As Chairman Coy pointed out, the Commission would hardly go to such lengths to improve a band of frequencies which it planned to abandon in the near future.

Broadcasters and set-buyers alike, then, are given more cause for confidence in their low-band investments. Orderly development is thus promoted.

Naturally there is disappointment among pending applicants. Their plans will be delayed by six or nine months or perhaps a year, while the decisions on standards are being evolved. Our answer to that is the answer we gave weeks ago, when, almost alone, we considered a freeze proper and inevitable. "This possible hiatus is a small price to pay for future stability," we wrote in mid-September [BROADCASTING, Sept. 20]. Consider what the upheaval would be if FCC continued licensing and then, a year from now, changed standards and allocations.

If FCC accepts the argument that co-channel stations must be separated by more than the 150-miles provided (in some cases) under present policy, the number of assignable channels naturally will be reduced. Applicants who can be given grants will be correspondingly fewer. Those who do win construction permits will have "bigger" stations, with larger interference-free service areas than they would have otherwise. Those who fail can still look to the 475-890 mc band.

It may be that this upstairs band, now under study, will be opened in time to affect channel distribution in the present band. Certainly in the last analysis the possibilities of the two bands must be considered together.

The freeze will bring a few voices crying doom, of course. But television is not doomed. Thirty-seven stations are on the air, half a dozen others are almost ready to commence, and 80 others have been authorized and are in various stages of construction. None of these are frozen. If some permittees choose to take a wait-and-see attitude, that will be understandable—as Chairman Coy seemed to recognize—and it will not stop the art.

The march of television will continue. Operating stations and a growing public will see to that. Freeze or no freeze, there are the World Series, professional and collegiate football games, political campaigns, spectacular Thanksgiving and Christmas programs, and countless other events of special appeal, aside from television's rapidly expanding regular fare. The bald fact is that television can't be stopped now by any act of man short of absolute sabotage.

Our Respects To—

MAJ. GEN. FLOYD LAVINIUS PARKS

"DON'T FORGET RADIO, and run fast to catch up with television." That line has been the constant advice Maj. Gen. Floyd Parks has given to his men both in the Army's Public Information Division and in the field.

Though Gen. Parks has now been transferred to Ft. Shafter, Oahu, as Deputy Commander, U. S. Army Forces, Pacific, he will be long remembered as a Public Information chief who knew his business—and who appreciated the power of radio and the Army's use of that power.

Gen. Parks was in charge of Public Information at Pentagon headquarters from January 1946 to July 24 of this year. He has been replaced by Maj. Gen. Bryant E. Moore, the famed commander of U. S. troops in Trieste.

When Gen. Parks was summoned back to the U. S. from Berlin in late 1945, he brought with him a lot of what the Army calls "savvy." As commander of the First Airborne Army and U. S. Sector, Berlin District, he was a member of the original Allied Kommandatura, the military governing body of the city. Shortly after the first meeting, he was designated Chief Commander of the Kommandatura and was responsible for the inauguration of policies and procedures in the early days of that body.

Almost immediately after the Berlin occupation took place, in July 1945, he went on ABC with Don Coe from what was left of Hitler's Reich Chancellery. Gen. Parks saw to it that the best possible broadcasting sites in Berlin were assigned to the transmitters which were there to handle voice broadcasts to the U. S. From that time on, he never forgot radio and the needs of radio men.

He encouraged radio executives from networks and independent stations, along with editors, to visit the areas of the occupation, so that they could be in close touch with occupation problems. After leaving Germany for the Pentagon post, he urged more than 120 station managers and publishers to trek over ground that only their correspondents had seen before. He wisely saw the fact that by whetting the bosses' appetites for continued news of the occupation, he would insure continued listening posts and correspondents in covering the mission of the Army, and thus keep that mission before the people.

This September the Army started a recruit-

(Continued on page 49)

TAKE THE GUESS OUT OF BUYING

WITH WOV'S *5 Audited Audiences*

No palaver—just honest, down-to-earth facts—known—proven—tested facts, form the basis of WOV'S AUDITED AUDIENCES. The complete story of WOV listeners—where they live—where they shop—what they buy—how much they spend—what they like and don't like—inside dope to help you select the program best suited to your specific sales requirements.

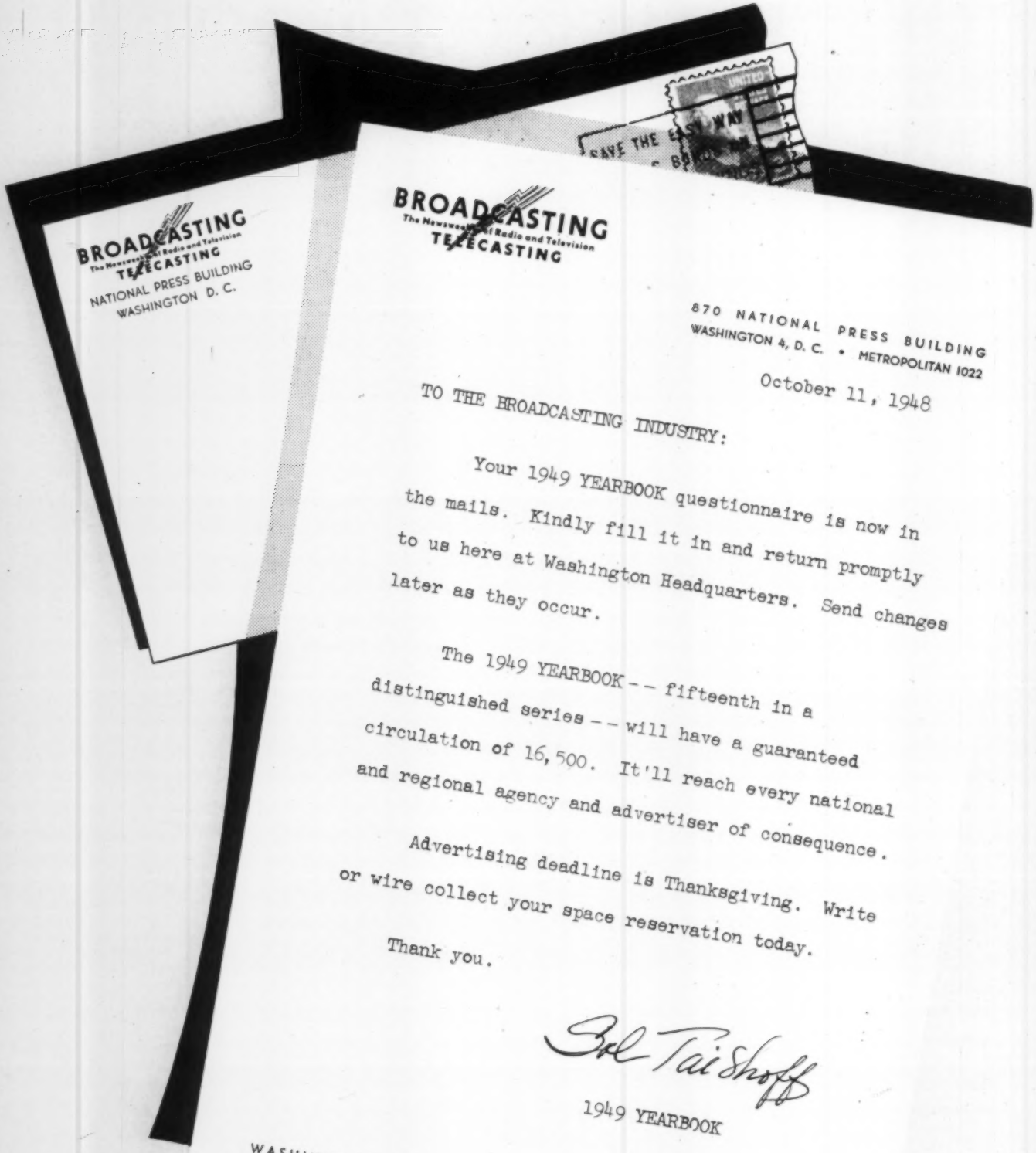
Here at WOV, the alert advertiser keys his messages to known individuals, not to an unknown mass audience.

We want you to have the knowledge of 5 AUDITED AUDIENCES, each a different group of purchasers; each the result of a penetrating, accurate survey. Get the facts on these 5 AUDITED AUDIENCES today, and..."TAKE THE GUESS OUT OF BUYING."

★ WAKE UP NEW YORK *with Peggy Lloyd*
★ 1230 CLUB *with Fred Robbins*
★ BAND PARADE *with Bill Gordon*
★ PRAIRIE STARS *with Rosalie Allen*
★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. *(More than the combined population of Baltimore and Washington.)*

WOV
NEW YORK

Ralph N. Weil, General Manager • The Bolling Company, National Representative


BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
NATIONAL PRESS BUILDING
WASHINGTON D. C.
BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
870 NATIONAL PRESS BUILDING
WASHINGTON 4, D. C. • METROPOLITAN 1022
October 11, 1948
TO THE BROADCASTING INDUSTRY:
Your 1949 YEARBOOK questionnaire is now in the mails. Kindly fill it in and return promptly to us here at Washington Headquarters. Send changes later as they occur.
The 1949 YEARBOOK -- fifteenth in a distinguished series -- will have a guaranteed circulation of 16,500. It'll reach every national and regional agency and advertiser of consequence.
Advertising deadline is Thanksgiving. Write or wire collect your space reservation today.
Thank you.
Sol Taishoff
1949 YEARBOOK
WASHINGTON • NEW YORK • CHICAGO • HOLLYWOOD

Respects

(*Continued from page 46*)

ing program sponsored by him—a test case—to get 100 men from civilian life who have aptitudes for public relations, who will, among other assignments, be placed with radio and television people for 90 days of on-the-job training.

The radio and television executives have responded whole-heartedly to his letters for potential co-operators. This effort of putting the burden of understanding on both sides, radio and the Army—rather than making radio do it all and extend all the cooperation—is a signal event in Army circles in itself. The success of this program will earn Gen. Parks a very special niche for his relations with the industry.

Gen. Parks was born in Louisville, Feb. 9, 1896. After graduation from Clemson College in 1918 with a B.S., he joined the Army. At first a private, he was soon commissioned a second lieutenant, Corps of Engineers.

In 1921, then a captain, he became aide to the Commandant of the Army War College in Washington. Two years later Floyd Parks entered Yale, and was graduated with a degree of M.S. in mechanical engineering. After graduation he was stationed at various Army posts throughout the country, and Hawaii, as instructor and student, and also serving on the staff of several generals.

He was appointed Chief of Staff at headquarters of the Army Ground Forces, in Washington, D. C., in June 1942, serving in this capacity until May 1943, when he was named assistant division commander, 69th Infantry Division, Camp Shelby, Miss.

In July 1944, Gen. Parks was sent overseas as Chief of Staff, headquarters, First Allied Airborne Army, European Theatre of Operations. He served with that outfit throughout its military operations, foremost of which were the large-scale aerial assault on Holland, and the crossing of the Rhine by the largest airborne force lifted in one day during the war.

At the end of the war the First Allied Airborne Army was disbanded, and the U. S. element of it became the First Airborne Army, under command of Gen. Parks, who was also designated commanding general of the U. S. area of Berlin. In this capacity he led the first U. S. troops into Berlin, in July 1945. In addition he made all administrative arrangements for the U. S. contingent of the Postdam Conference of the Big Three. For his outstanding efficiency in this work, he received an official commendation from President Truman.

Gen. Parks holds the Distinguished Service Medal with Oak Leaf Cluster, Bronze Star Medal, Air Medal, Legion of Merit, European - African - Middle Eastern campaign ribbon with three battle stars, among several others. He has also been decorated by the governments of Great Britain, Russia, Poland, Denmark, France, Netherlands and Ecuador.

His wife is the former Harriet Marie Appleby-Robinson. They have four children: Edwyna 13, William 12, Floyd Jr. 10, Basil 8.

FLASH-O-GRAPH
Video Commercial Device —Used on WLWT

ADAPTATION of the point-of-sale commercial device, the Flash-O-Graph, was used on video for the first time Sept. 25 by WLWT Cincinnati during the first of the U. of Cincinnati home football games sponsored by the Dodge Dealers of Greater Cincinnati.

The Flash-O-Graph, originated by the New York corporation of that name as a display piece, is a small metal box containing lights and a punched tape moving in front of them to spell out a sales message. It operates on the same principle as that of a flashing news sign. It was adapted for video by Fran Harris, television director of Ruthrauff & Ryan, Chicago, who terms it "a champagne commercial at a beer price."

Miss Harris demonstrates video technique with Flash-o-Graph to Milton F. Allison (l), WLWT Cincinnati sales manager, and James Hill, station director.

To advertise the Dodge car, Miss Harris used two of the machines, one with the message, "See your Dodge dealer—the smoothest car afloat," and the other with "Presenting University of Cincinnati football games." Under each of the miniature signboards there appears a small scale model of the 1948 Dodge. WLWT cameras moved from one sign to the other, giving a continuous sales message.

MORRIS B. SACHS, sponsor of the Chicago amateur hour bearing his name, is offering $750 in cash awards in his second annual photographic competition based on health and welfare activities of 192 "red feather" agencies in the Community Fund of Chicago for members of Chicago Press Photographers' Assn. Contest closes Nov. 30.

FEDERAL BAN
Proposed Shrine Rule May Draw NAB Ire

PROTEST may be made by NAB direct to Secretary of the Interior Julius A. Krug over a department plan to impose prejudicial rules governing broadcasts from national parks and shrines.

On the Secretary's desk is a proposed regulation governing news material based on national parks. The rule would apply only to radio newsmen, and not to those from other media.

Objection has been made to the rule on the ground that it was drafted within the department without hearing the industry's side of the story. Since it would impose drastic limits on broadcasts from parks, and require cumbersome and costly technical steps, the department has been told, informally, that the whole situation is contrary to usual administrative procedure.

Department officials have stated that if broadcasters don't like any rule, they can squawk. They have ignored the industry warning that the proposed rule is completely unrealistic because it doesn't take into account the operating technique of the broadcaster.

National Park Service and department executives have refused to give broadcasters a chance to study the rule. At the same time, they voice a desire to promote use of the parks through broadcasts and a desire to have pleasant relations with the industry.

NAB President Justin Miller has reviewed the facts in the case and has ordered an investigation to decide what form a protest should take.

The proposed rule grew out of action by a Washington Monument guard last July, when WTOP Washington sent a special events recording team to the Monument to help promote an anniversary celebration. The guard refused to let the crew enter the Monument on the ground that the purpose of the visit was to get material for a commercial broadcast.

The program, titled *City Desk*, is a local news show, sponsored by Shell Oil Co. Maurice B. Mitchell, now at head of NAB broadcast advertising and at that time manager of WTOP, protested to Secretary Krug. The National Park Service replied that it was required to protect the dignity of national memorials and keep them free from commercialization. It refused to concede that imposition of bans on radio without restricting other media would be unfair.

Under the proposed rule, broadcasting of public events would be permitted from national memorials: (1) if the program originates on the grounds but the commercials are read off the grounds and (2) if recorded programs contain no middle commercials (station breaks are not considered commercials).

Department officials did not appear impressed by the argument that the announcer's actual voice could be heard only a few feet from the microphone. They countered with the argument that they would not allow a newspaper to set up a printing press at a shrine to disseminate news.

Several weeks after the Monument incident, the Park Service said that WTOP was ejected from the premises because its crew barged in during a special day and started to take over. This claim was not made to the crew, nor to Mr. Mitchell, at the time of his protest.

Department officials say the proposed rule does not differ from present unwritten policy. They concede only a few instances have occurred where broadcasters have attempted to desecrate shrines with programs obviously in bad taste, but point to awful things that could occur.

Martin Food to Sponsor 8 More Midwest Shows

MARTIN Food Products Inc., Chicago, through Morris F. Swaney agency, same city, is planning sponsorship of eight radio shows in as many Midwest markets early in the year. Jams, jellies and preserves, Lady Corinne line, will be advertised, and a special children's show is slated for the peanut butter product.

Firm just concluded a women's participation show on WTCN Minneapolis, and still carries cooperative show over KCBC Des Moines. Children's show is expected to be cowboy dramatic serial, with remainder women's participation type. A. G. Bishop is the Swaney account executive. Heightened Midwest promotion is handled by D. V. (Van) Pinkerton, former managing director of the Preserve Industry Council, who is new director of sales and advertising for Martin. He has held executive positions with Stella Cheese Co., Chicago, *Good Housekeeping* magazine and Northern Paper Mills, Green Bay, Wis.

Commercial

SID ADLER, account executive for WHLI Hempstead, L. I., and its FM affiliate, WHNY, has been appointed New York City representative for those stations.

BURKE ORMSBY has joined KFUN Las Vegas, Nev., as commercial manager. Mr. Ormsby was formerly general manager of KTBI Tacoma, Wash.

R. C. (Dick) KENDRICK has joined WERD Atlanta as sales promotion manager. Mr. Kendrick was former national advertising manager with Atlanta "Constitution."

Production

HARLOW WILCOX has replaced **FRANK MARTIN** as announcer on CBS "Suspense."

DAN SCHUFFMAN has joined continuity department at ABC's Central Division. Former teacher at U. of Iowa, Mr. Schuffman worked at university station, WSUI, as head of continuity and assistant program manager.

PAUL M. ENRIGHT has been appointed to ABC Central Division's production staff after working as staff producer for NBC Chicago.

H. Z. PALMER has been promoted to assistant to program director of Trans-Canada network of CBC Toronto. He was previously program administrative officer of CBC at Toronto.

BILL ROGERS has resumed his position as announcer on "Bill Henry," Mutual news program (Johns-Manville), in addition, he will freelance. Mr. Rogers previously was with CBS.

JACK BURGES, formerly with WATN Watertown, N. Y., has joined WGAT Utica, N. Y., as staff announcer.

LEE ARCHER, formerly with Carter Adv. Agency, Kansas City, has joined WETB Johnson City, Tenn., as continuity chief.

DON HERBERT has resigned as radio director of Community Fund in Chicago to work with **BEN PARK** as assistant producer of Park's new WMAQ Chicago show, "It's Your Life," which starts Oct. 18 under sponsorship of Johnson and Johnson (medical supplies).

BOB BROWN has joined WMID Atlantic City, N. J., as disc jockey. He will be featured on two afternoon disc shows and on a midnight show.

PAUL CLARKE, announcer of WMT Cedar Rapids, Iowa, has been appointed public service director.

JACK STECK, program director of WFIL Philadelphia for three years, has been named manager of programs and production for WFIL-TV. **HERBERT K. NORTON** will continue as program director for WFIL-TV. Mr. Steck has been producing and emceeing "Swap Shop," semi-weekly television show. He also is producer of new "Features for Women" program on TV, sponsored by "The Philadelphia Inquirer."

JACK GELZER has been appointed program director of WKBW Buffalo, N. Y. Mr. Gelzer has been associated with local radio for past 12 years, holding position of chief announcer for Buffalo Bcstg. Corp. until Nov., 1947, when WKBW was acquired by its present owners, WKBW Inc. At this time he filled position of assistant program director. Mr. Gelzer succeeds **PAUL MARTIN,** who has resigned to join advertising agency.

Mr. Gelzer

PAUL SHANNON has succeeded **CARL IDE,** resigned, as announcer on KDKA Pittsburgh, "Sunday Suppertime" program at 6:30 p.m.

BILL GRISKEY, production manager of KTOP Topeka, Kan., is the father of a boy.

BILL FOX, former program director at KBRO Bremerton, Wash., for past two years, has joined announcing staff of CKNW New Westminster, B. C.

NORMAN FELTON, NBC production director, is taking two-month video training course in New York in preparation for the opening of WNBQ, NBC's Chicago TV station.

EDWIN A. STERN has been appointed continuity editor of WWDC Washington.

JEAN PAUL KING, director of musical shows at WMGM New York, has resigned from production staff, effective Oct. 15, to free-lance in radio and television production.

ROD O'CONNOR, NBC announcer, is the father of a girl.

BOB PURCELL, narrator of ABC's "California Caravan," has been signed for a role of master of ceremonies in MGM's forthcoming movie, "Barkleys of Broadway."

DICK JOY, co-owner of KCMJ Palm Springs, Calif., and free-lance announcer, has been signed as announcer on CBS "Spotlight Revue."

JOHN STILLI, producer of "The Lunchtimers" program on KYW Philadelphia, is the father of a boy, David Lawrence.

A. W. LINDSAY has left commercial staff of WKY Oklahoma City and returned to KXRO Aberdeen, Wash., as program manager. Previously, Mr. Lindsay served as announcer for NBC in San Francisco, program manager for KIRO Seattle and manager of KWWB Walla Walla, Wash.

LEO LEMON has joined WJR Detroit, as new "Dawnbuster," early morning disc jockey.

WOODS TO DISCUSS TV ON ABC'S FORUM SHOW

MARK WOODS, ABC president, will take part in tomorrow night's (Oct. 12) *Town Meeting of the Air* broadcast on ABC's AM and TV networks, as a member of a panel to discuss the topic, "How Will Television Affect the Motion Picture?"

Other panel members will be Rouben Mamoulian, stage and movie producer-director; James H. Carmine, executive vice president of Philco Corp.; Paul Raibourn, vice president of Paramount Pictures and president of Television Productions, and Walter Abel, actor and chairman of the Screen Actors Guild Television Committee.

Broadcast on ABC and its predecessor, the Blue Network, for 14 successive years, *Town Meeting* is a cooperative program with various sponsors on individual ABC stations. Last week, with the beginning of the 1948-49 season, the program also began its regular video career with a simulcast that was broadcast by ABC video stations WJZ-TV New York, WFIL-TV Philadelphia and WMAL-TV Washington. Program is sponsored in New York on both WJZ and WJZ-TV by Modern Industrial Bank.

An hour long program, *Town Meeting* originates at Town Hall, New York, with George V. Denny Jr., Town Hall president, as moderator, and is aired Tuesday, 8:30-9:30 p.m. Last week's broadcast was preceded by a special quarter-hour TV program on WJZ-TV in which Mr. Woods, Murray Grabhorn, ABC vice president and manager of WJZ and WJZ-TV; Jacob Leichtman, president, Modern Industrial Bank, and Mr. Denny heralded the program's debut as a weekly video feature.

DR. PHILLIP EISENBERG, producer with CBS Documentary Unit, is author of "A Guide to Children's Records", published Oct. 6 by the Crown Publishing Co. Dr. Eisenberg collaborated with Hecky Krasno, children's records script writer.

DISC SHOWS are popular in Puerto Rico as attested by this mail haul over six-month period for "Pidalo Usted," record program aired daily except Sundays, 8:30-9:30 a.m. and 1-2 p.m., on WAPA San Juan. Mail averages between 400 and 500 cards a day. The lady in the middle is unidentified.

Gold Named National TV Film Council President

MELVIN L. GOLD, director of advertising and publicity for National Screen Service, was elected president of the National Television Film Council Sept. 30 at the organization's first general election. Other officers elected are: vice president, Burt Balaban, director of films, Paramount Television; secretary, Robert H. Wornhoudt, executive vice president, Telecast Films; treasurer, Robert W. Paskow, film director, WATV Newark.

Meeting approved a plan for annual awards for the best "picture of the year produced for television," best commercial film, best one-minute commercial, best direction, best camera work, etc., presented by Jack Glenn, executive director of the "March of Time," as chairman of the NTFC production committee which recommended the establishment of such awards.

NTFC elected the following directors: Gus Ober, WMAR Baltimore; Ed Evans, WPIX New York; Irwin Shane, "Televiser"; Jack Glenn, "March of Time"; Sally Perle, Mesal Organization; Rosalind Cossoff, A. J. Films; Irving Leos, Official Films; Elaine Phillips, WSPD Toledo; Myron Mills, Equity Film Exchanges; Jay Williams, Film Equities Corp., and John Novack, DuMont.

Courses in Radio and TV Planned by N. Y. Ad Club

FIVE courses in radio and one in television will be given by the radio clinic, sponsored by the Advertising Club of New York. E. P. H. James, MBS vice president, directs the clinic.

Topics, dates and instructors are: Feb. 21, "Audience Measurement," Philip Frank, BMB; Feb. 24, "Radio Programming," Rodney Erickson, Young & Rubicam; Feb. 28, "Time Buying," C. E. Midgley, CBS; March 3, "Commercial Radio Writing," Joseph A. Moran, Y&R; March 7, "Audience Promotion and Merchandising," F. Carleton McVarish, MBS.

★

By every measurement
WTIC
dominates the prosperous
Southern New England
Market

★

Paul W. Morency, Vice-Pres.—Gen. Mgr. Walter Johnson, Assistant Gen. Mgr.—Sls. Mgr.

WTIC's 50,000 watts represented nationally by Weed & Co.

NOW...the 22E

Western Electric portable speech input equipment with Cannon plugs

WESTERN ELECTRIC'S popular, time-proved 22D Portable Speech Input Equipment is now also available in a new version—the 22E—which is equipped with Cannon P3-13 microphone receptacles.

The battery facilities of both the 22D and 22E have been redesigned to accommodate present-day plate and filament batteries. The plate batteries now give twice the operating hours possible with earlier types.

Of course, the 22E retains all the familiar features of its famous predecessor—compactness, easy portability, highly efficient performance, ease of use, rugged construction. Get the facts from your Graybar Broadcast Representative—or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

—QUALITY COUNTS—

The 22D and 22E provide complete amplifying and control facilities in two convenient units: Amplifier-Control unit with carrying case (*top*); and separate carrying case with space for rectifier, batteries and cords (*center*). Cannon P3-13 microphone receptacles (*bottom*) are a feature of the new 22E.

Western Electric

Distributed by Graybar — OFFICES IN 100 PRINCIPAL CITIES

DISTRIBUTORS: IN THE U. S. A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Company, Ltd.

VARIETY called it "the most star-studded sequence of programming ever to hit the air"... Six solid nights of magnificent entertainment as all segments of the entertainment industry, from New York to Hollywood, joined in "SALUTE TO WMGM" as M-G-M's own station dedicated its million-dollar new Fifth Avenue studios. We will never forget those wonderful evenings (Sept. 15–22) when so many great personalities graced our studios and our airwaves. So, to all these individuals and organizations, for lending their talents and their tributes in a perfectly swell send-off, we take this means to say, "THANKS A MILLION!"

HAROLD ADAMSON
AFRA
FRED AHLERT
MOREY AMSTERDAM
HAL MARC ARDEN
ASCAP
JAN AUGUST
EARL BAILEY
RED BARBER
BLUE BARRON & HIS ORCHESTRA
BARRY SISTERS
EILEEN BARTON
COUNT BASIE
WILLIAM BAUER
RICHARD BEAVERS
AL BERNIE
BILL BERNS
THE BILLBOARD
RAY BLOCK
BLOCK & SULLY
ED BOBLEY
BROADCASTING MAGAZINE
NORMAN BROKENSHIRE
EDWIN BRUCE
ARTHUR Q. BRYAN
GENE BUCK
FRANK BURKE
WARD BYRON
PAULINA CARTER
NELSON CASE
LEO COHEN
GEORGE H. COMBS, JR.
SARAH PALFREY COOKE
ALAN CORELLI
STAATS COTSWORTH
ROSALIND COURTWRIGHT
COMMISSIONER WAYNE COY
VIC DAMONE
DEEP RIVER BOYS
KENNY DELMAR
DELTA RHYTHM BOYS
EUGENE DENOVI
CONNIE DESMOND
JOHNNY DESMOND
GOVERNOR THOMAS E. DEWEY
HOWARD DIETZ
PETER DONALD
NANCY DONOVAN
LARRY DOUGLAS
MORTON DOWNEY
CATHY DOWNS
JIMMY DURANTE
LEO DUROCHER
FANCHON & ARNOLD
FRANCES FAYE
LEONARD FEATHER
ERNIE FELICE QUARTET
PARKER FENNELLY
BENNY FIELDS
IRVING FIELDS TRIO
JACK FINA & HIS ORCHESTRA
DICK FISHELL
WALTER FLORELL
HENRY FOLBERG
HELEN FORREST
FOUR TUNES
MORT FRANKEL
JERRY FRANKEN
SYLVIA FROOS
SARAH FUSSELL
BEN GAGE
MOE GALE AGENCY
FRANK GALLOP
TESS GARDELLA
AVA GARDNER
BETTY GARRETT
GENERAL ARTISTS CORPORATION
GEORGIA GIBBS
MARTY GLICKMAN
GOLDEN GATE QUARTET
BENNY GOODMAN & HIS SEXTET
MORTON GOULD
PAUL GOVERNALI
WARDELL GRAY
LANNY & GINGER GREY
FERDE GROFE
JOHNNY GUARNIERI
CONNIE HAINES
CLIFF HALL
FRED HALL
OSCAR HAMMERSTEIN
W. C. HANDY
RADIE HARRIS
JOY HATHAWAY
BOB HAWK
ERSKINE HAWKINS & HIS ORCHESTRA
GEORGE HELLER
ART HENLEY

The Radio Station of
Metro-Goldwyn-Mayer

50,000 WATTS 1050 KILOCYCLES CLEAR CHANNEL • WMGM—FM 18,000 Watts 100.3 MC. Channel 262

HARRY HERSHFIELD
LOUIS HEYWARD
NAT HOLMAN
LENA HORNE
BOB HOUSTON
BOB HOWARD
WARREN HULL
TED HUSING
ED JAMES
GEORGE JESSEL
VAN JOHNSON
ERIC JOHNSTON
BEE KALMUS
IRVING KAUFMAN
MILTON B. KAYE
AL KELLY
GENE KELLY
CHARLES KENNY
NICK KENNY
RADIO STATION KFWB, HOLLYWOOD
GENERAL JOHN REED KILPATRICK
JEAN PAUL KING
MURIEL KIRKLAND
JOSEPH KOEHLER
ALEX KRAMER
PHIL KRAMER
COLONEL O. C. KRUEGER, USMA
MARIO LANZA
JOE LAPCHEK
JACK LATHROP & THE DRUGSTORE COWBOYS
JOE LAURIE, JR.
ELLIOT LAWRENCE & HIS ORCHESTRA
BERT LEE
GENE LEONARD
HELEN LEWIS
BOB LODGE
CLYDE LOMBARDI
GUY LOMBARDO & HIS ORCHESTRA
ART LUND
FRANK LUTHER
JOEY LYLE
HARRY MAIZLISH
PEGGY MANN
JACK MARA
GYPSY MARKOFF
FREDDIE MARTIN & HIS ORCHESTRA
CLEM McCARTHY
JO ANN McCOY
JACK McELROY
JIMMY McHUGH
DON McLAUGHLIN
REGGIE McNAMARA
MAGGI McNELLIS
MODERNAIRES
LUCY MONROE
NANCY MOORE
ESY MORALES
NORO MORALES & HIS ORCHESTRA
BUDDY MORENO & HIS ORCHESTRA
FRANK MORGAN
WM. MORRIS AGENCY
HERB MOSS
GEORGE MURPHY
MUSIC CORPORATION OF AMERICA
JULIAN NOAH
MARGARET O'BRIEN
VIRGINIA O'BRIEN
EILEEN O'CONNELL
MAYOR WILLIAM O'DWYER
SANTOS ORTEGA
PAUL OSBORNE
LESTER PATRICK
RED PATTERSON
RUSSELL PATTERSON
JACK PEARL
BEATRICE PEARSON
LES PETERSON
GEORGE PETRIE
MARGARET PHELAN
MOLLY PICON
WALTER PIDGEON
PIED PIPERS
HERB POLESIE
JANE POWELL
JOHN ROBERT POWERS
ANDRE PREVIN
GEORGIE PRICE
RADIO BEST
RADIO DAILY
GEORGE RAFT
WILLIAM S. RAINEY
PEE WEE REESE
BETTY REILLY
DON RICHARDS
GRANT RICHARDS
BRANCH RICKEY, JR.
KEN ROBERTS
RICHARD RODGERS
SIGMUND ROMBERG
PAT ROONEY
GEORGE ROSEN
JERRY ROSEN
MAXIE ROSENBLOOM
HERB ROSENTHAL
BARNEY ROSS
LANNY ROSS
BENNY RUBIN
DICK RUBIN
JANE RUSSELL
SPEC SANDERS
VINCENT SARDI, JR.
MARVIN SCHENCK
EDITH SCHOOLMAN
ARTHUR SCHWARTZ
JOHN SEBASTIAN
HERB SHELDON
HAZEL SHERMET
TOOTS SHOR
BURT SHOTTON
LOUIS K. SIDNEY
JAY SIMS
FRANK SINATRA
RED SKELTON
SMITH & DALE
THOMAS FREEBURN SMITH
LT. COMMDR. RALPH SMYLE
LOUIS SOBOL
SAMMY SOLO
HESTER SONDERGAARD
SPONSOR MAGAZINE
NEWT STAMMER
LARRY STORCH
BILLY TALBERT
SAM TAUB
DEEMS TAYLOR
ROBERT TAYLOR
HAROLD TEICHMANN
THEATRE AUTHORITY
GLADYS THORNTON
WALTER THORNTON
MARTHA TILTON
DICK TODD
MEL TORME
BILL TREADWELL
BOB TROUT
VARIETY
MARY JANE WALSH
BOB WATERFIELD
DAVID WAYNE
GEORGE WELLS
JOAN WHITNEY
IREENE WICKER
BILL WILGUS
ESTHER WILLIAMS
TERRY WILSON
WARD WILSON
LEE WOODS
EARL WRIGHTSON
NAN WYNN
RUDY VALLEE
GUS VAN
SARAH VAUGHAN
ROMO VINCENT
BUDDY YOUNG
GEORGE ZACHARY
MEL ZELNICK

JOEL HERRON and HIS WMGM ORCHESTRA
RAY BLOCH'S CHOIR, Directed by RAY CHARLES
CALIFORNIA JUNIOR SYMPHONY ORCHESTRA, Directed by PETER MARINBLOOM
GEORGE STOLL and THE MGM RECORDING ORCHESTRA
THE MGM CHORUS
UNITED STATES AIR FORCES ORCHESTRA, Directed by MAJOR GEORGE S. HOWARD, and THE SINGING SERGEANTS

711 FIFTH AVENUE

WMGM
"THE CALL LETTERS OF THE STARS"

MURRAY HILL 8-1000

Now Ready ---1948-1949 TRANSCRIPTION SERIES

Limited Supply Available Without Cost!

"HOLLAND: TODAY - - - - - - - - - - and TOMORROW!"

"Today is the lens through which the past is projected on the future."

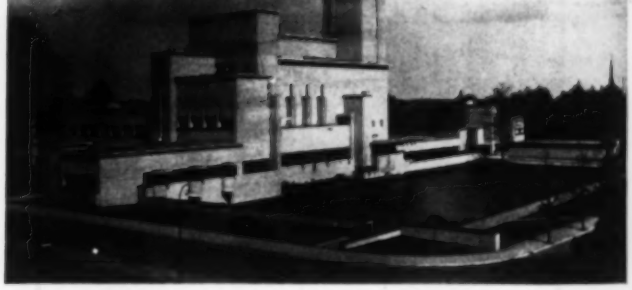
—Woodrow Wilson

- FOLLOW-UP TO "HOLLAND CALLING"
- THIRTY-NINE PROGRAMS
- TIMED 14:30 EACH
- PRODUCED IN HOLLAND
- AMERICAN SUPERVISION
- PRESSINGS BY WOR RECORDINGS
- CAREFULLY SELECTED VARIETY SUBJECTS
- PEOPLE, PLACES, THINGS TO SEE
- ADAPTED FOR ALL AUDIENCES
- ONLY SERIES OF ITS TYPE

ORDER NOW—FREE OF CHARGE

A GRAPHIC CROSS-SECTION OF HOLLAND SOUND-MIRRORED BY JOAN ELLIS AND H. EMORY ELLIS THROUGH THE COOPERATION AND FACILITIES OF RADIO NETHERLAND INTERNATIONAL PROGRAM SERVICE (PCJ) HILVERSUM, HOLLAND—

A 10,000 MILE TOUR OF HOLLAND'S UNUSUAL AND INTERESTING HIGHLIGHTS!



Netherlands Information Bureau,
10 Rockefeller Plaza, New York 20, N. Y.

Gentlemen: Please send without cost:
HOLLAND: Today . . . and TOMORROW!

Will Schedule on:_____
Radio Station_____
City_____ State_____
Power _____ KC_____
Name_____
Title_____

Distributed in the U. S. A. by:

NETHERLANDS INFORMATION BUREAU

DOMESTIC BROADCASTING DIVISION

10 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

(A Government Agency of the Netherlands)

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, Aug. 31	255
Number of network commercials starting during September	29
Number of network commercials ending during September	10
Number of commercials on the four nationwide networks, Sept. 30	274

September Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
H. C. Cole Milling	Ernie Lee Omega Show	MBS	Sun. 3-3:30 p.m.	Gardner
Continental Pharm. Corp.	Leave It to the Girls	MBS	Fri. 8:30-8:55 p.m.	Arthur Meyerhoff
D. L. and W. Coal Co.	The Shadow	MBS	Sun. 5-5:30 p.m.	Ruthrauff & Ryan
Doubleday & Co.	John B. Kennedy	MBS	Sun. 1:15-1:30 p.m.	Huber Hoge Co.
Helbros Watch Co.	Quick as a Flash	MBS	Sun. 5:30-6 p.m.	Wm. Weintraub Co.
Philip Morris	Kate Smith Sings	MBS	Mon.-Fri. 12:15-12:30 p.m.	Cecil & Presbrey
Piedmont Shirt	Wm. L. Shirer	MBS	Sun. 1-1:15 p.m.	Wm. Weintraub Co.
Trimount Clothing	Sherlock Holmes	MBS	Sun. 7-7:30 p.m.	Wm. Weintraub Co.
Volupte Inc.	The Better Half	MBS	Thurs. 8:30-8:55 p.m.	Hirshon-Garfield
Procter & Gamble	Red Skelton	NBC	Fri. 9:30-10 p.m.	Benton & Bowles
Armour & Co.	Stars Over Hollywood	CBS	Sat. 2-2:30 p.m.	Foote, Cone & Belding
Longine-Wittnauer Watch	Festival of Song	CBS	Sun. 2-2:30 p.m.	Victor Bennett
Miles Lab.	Hi'ltop House	CBS	Fri. 3:15-3:30 p.m.	Wade Advertising
Richfield Oil	Richfield Reporter	ABC	Sun.-Fri. 10-10:15 p.m.	Hixon & Jorgensen
General Mills	Jack Armstrong	ABC	Mon.-Fri. 5:30-6 p.m. (alternates with Sky King)	Knox Reeves
Derby Foods	Sky King	ABC	Mon.-Fri. 5:30-6 p.m. (alternates with Jack Armstrong)	Needham, Louis & Brorby
Paul F. Beich Co.	Whiz Quiz	ABC	Sat. 10-10:30 p.m.	Olian
Universal Match Corp. Schutter Candy Div.	David Harding, Counterspy	ABC	Sun. 5:30-6 p.m.	Schwimmer & Scott
Goodyear Tire & Rubber	Greatest Story	ABC	Sun. 6:30-7 p.m.	Kudner
U. S. Steel	Theatre Guild	ABC	Sun. 9:30-10:30 p.m.	Kudner
Quaker Oats	Challenge of Yukon	ABC	Mon.-Wed.-Fri. 5-5:30 p.m.	Sherman & Marquette
Consolidated Royal Chem. Co.	Bob Elson	ABC	Mon.-Fri. 7:30-7:45 p.m.	Arthur Meyerhoff
Procter & Gamble	What Makes You Tick?	ABC	Mon.-Fri. 11:45-12 Noon	Compton
U. S. Army & Air Force Recruiting Service	Game of the Week (College football)	ABC	Sat. afternoons	Gardner
Eversharp	Stop the Music	ABC	Sun. 8-8:30 p.m.	Biow
American Oil Co.	Carnegie Hall	ABC	Sun. 7:30-8 p.m.	Joseph Katz
P. Lorillard Co.	Amateur Hour	ABC	Wed. 8-9 p.m.	Lennen & Mitchell
Elgin American Div. Illinois Watch Case Co.	Groucho Marx	ABC	Wed. 9:30-10 p.m.	Weiss & Geller
Philco Corp.	Bing Crosby	ABC	Wed. 10-10:30 p.m.	Hutchins

September Deletions

Bowey's	Stars Over Hollywood	CBS	Sat. 12:30-1 p.m.	Sorensen & Co.
International Silver Co.	Musicomedy	CBS	Fri. 9:30-10 p.m.	Young & Rubicam
Pet Milk Corp.	Saturday Nite Serenade	CBS	Sat. 7:30-8 p.m.	Gardner
Household Finance	The Whistler	CBS	Wed. 10-10:30 p.m.	Le Vally
Shaeffer Pen	Shaeffer Parade	NBC	Sun. 3-3:30 p.m.	Russel M. Seeds
S. C. Johnson Co.	Dizzy Dean	NBC	Sat. 5:05-5:15 p.m.	Needham, Louis & Brorby
Richfield Oil	Richfield Reporter	NBC	Daily except Sat. 10-10:15 (PDST)	Hixson O'Donnell

September One-Timers

Shipstad & Johnson Ice Follies		MBS	Sept. 16, 11:30-12 mid.	Direct
Ballantine Beer	Zale-Cerdan fight	MBS	Sept. 21, 10 p.m.	J. Walter Thompson
Democratic Nat'l Committee	President Truman address	MBS	Sept. 18, 8:30-9 p.m.	Direct
Democratic Nat'l Committee	President Truman address	MBS	Sept.28, 9:30-10 p.m.	Direct
Republican Nat'l Committee	Governor Dewey	MBS	Sept. 20, 9:30-10 p.m.	Direct
International Brotherhood of Boilermakers, Iron Shipbuilders & Helpers	Forum on Taft-Hartley Law	ABC	Sept. 23, 8-8:30 p.m.	Direct
Gillette Safety Razor	Williams-Flores Fight	ABC	Sept. 23, 10 p.m.	Maxon
Republican Nat'l Committee	Earl Warren	CBS	Sept. 16, 10:30-11 p.m.	Direct
Republican Nat'l Committee	Governor Dewey	CBS	Sept. 20, 10-10:30 p.m.	Direct
Republican Nat'l Committee	Governor Dewey	CBS	Sept. 21, 11:30-12 mid.	Direct
Democratic Nat'l Committee	President Truman	CBS	Sept. 23, 12:30-1 a.m.	Direct
Democratic Nat'l Committee	President Truman	CBS	Sept. 28, 5-5:30 p.m.	Direct
Democratic Nat'l Committee	President Truman	CBS	Sept. 28, 9:30-10 p.m.	Direct
Democratic Nat'l Committee	President Truman	CBS	Sept. 30, 10-10:30 p.m.	Direct

Palmer Baby

D. D. PALMER, vice president and treasurer of Central Broadcasting Co. and Tri-City Broadcasting Co., licensees of WHO Des Moines and WOC Davenport, respectively, is the father of a girl, Bonnie Joan, born Oct. 2. The daughter is the first grandchild of Col. B. J. Palmer, president of both licensee companies.

TRANSFERS APPROVED FOR WAML, KRJM (FM)

TWO STATION transfers—KRJM (FM) Santa Maria, Calif., and WAML Laurel. Miss.—were approved last week by FCC.

License of KRJM (FM) is assigned from partnership of Robert K. and Stanworth C. Hancock to John H. Poole for consideration of $14,500. Mr. Poole, Balboa, Calif., investor, has an application pending for purchase of KSMA Santa Maria.

The Hancocks, who earlier had disposed of their Santa Maria *Daily Times*, told FCC they "no longer were able to maintain station losses without newspaper profits." The losses on the FM station, FCC was informed, would total about $27,600 plus operating losses to closing date of the transaction. Operating loss of $18,883 was reported for the period from March 15, 1947, when station took air, to Dec. 31 of that year.

In the WAML case, D. A. Matison Jr. and Harold M. Matison, minor stockholders, each with 11½ shares, acquire control (53.1%) through purchase of 80 shares (41.24%) from their father, D. A. Matison Sr. Mr. Matison Sr. retires and retains interest of seven shares. The sons, in consideration of the stock received from their father, provide him a life annuity of $314.50 per month, which commenced Jan. 1, 1948.

KRJM is assigned Channel 276 (103.1 mc) with effective radiated power of 340 w as a Class A outlet. WAML operates on 1340 kc with 250 w fulltime.

Ziv Offering Hollywood Trip to Contest Winner

A NEW national contest, grand prize for which is a two-week trip to Hollywood for two, as guests of Ronald Coleman, has been announced by the Frederic W. Ziv Co., New York, producer of the Ronald Coleman *Favorite Story* package show.

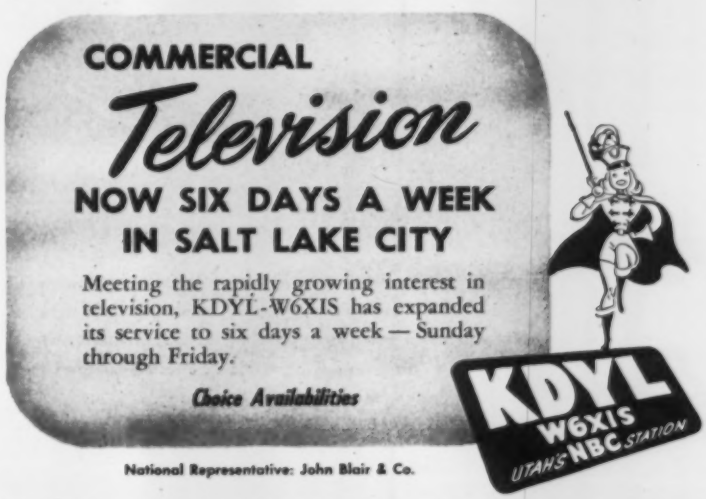
Local sponsors have indicated they will award additional cash and merchandise prizes amounting to $15,000, and will spend approximately $27,000 to promote the contest. In addition, the Ziv Co. will award $500 to the radio station doing the most to publicize the contest, which will be based on the best letter on *Favorite Story*.

United Artists Firm Entering Television

UNITED ARTISTS Corp., New York, has announced its entry into the television field as a distributor of films for television on a nationwide scale. The first major film distributing company to take such a step, the new UA television sales department includes the company's entire company branch and sales organization, covering 33 exchange centers in the U. S. and Canada. This is a decentralized system, geared to provide the most efficient service to TV stations, as well as to advertisers and their agencies, in program material on film, according to John H. Mitchell, newly appointed director of television sales.

UA television already has begun building a full film library, comprising both full-length features and a wide variety of short subjects, for video use, Mr. Mitchell said. Paralleling the company's operation in the distribution of motion picture films for theatre use, the video sales service will operate on a distribution fee basis, he explained. The company will handle films made by independent producers, as well as its own material.

A veteran in the field of sound broadcasting, Mr. Mitchell entered radio with Erwin, Wasey & Co., where he handled every detail of radio programming from idea to script to production to timebuying. He spent five years with MBS, where he organized the sales service department and was sales service manager when he left for war service with the Navy. After the war he joined Honel International Inc., investment syndicate.


COMMERCIAL
Television
NOW SIX DAYS A WEEK
IN SALT LAKE CITY
Meeting the rapidly growing interest in television, KDYL-W6XIS has expanded its service to six days a week — Sunday through Friday.
Choice Availabilities
KDYL
W6XIS
UTAH'S NBC STATION
National Representative: John Blair & Co.

TV STANDARDS *RMA Seeks Foreign Use Of U. S. Type*

CAMPAIGN to encourage adoption of American television standards by foreign countries to pave the way for future development of exports, will probably be undertaken by Radio Manufacturers Assn.

Executive committees of the Set Division, Transmitter Division and Advertising Export Committee of RMA at a meeting last Thursday in the Roosevelt Hotel, New York, agreed to broad outlines of the foreign plan. The RMA board of directors was expected to endorse the proposal at its Friday meeting.

The RMA committees emphasized the necessity for establishing U. S. television standards in foreign countries at the earliest possible date in view of similar intentions by Great Britain.

England, historically a vigorous exporter, has been reported to be energetically attempting to introduce British television standards, which differ widely from American, into foreign markets. Adoption of non-American standards would, of course, create export problems for U. S. manufacturers who would be obliged, if entering foreign markets, to construct equipment of one standard for the U. S. and another for overseas trade.

Although U. S. manufacturers now have more domestic business than they can satisfy, export business will become important after production overtakes demand.

The Executive Committee of the Set Division adopted a resolution committing RMA, subject to board approval Friday, to oppose—in court if necessary — the Pennsylvania State license tax against taverns which operate television sets.

If the measure were approved by the board, as expected, RMA would invite NAB to join it in a fight against the tax. RMA, and the NAB if it agrees to join, would contest the tax on the grounds it is not constitutional.

Committee members recalled that a threat by the U. S. Bureau of Internal Revenue to impose a 20% cabaret tax on restaurants showing television was successfully averted a year ago.

At another meeting, the RMA Advertising Committee approved promotional material prepared for the "Voice of Democracy" contest and the National Radio Week "Radio in Every Room" campaign, both joint undertakings with the NAB.

Folders and posters for the "Voice of Democracy" essay contest among high school students were approved and will be sent to schools throughout the country. An advertisement, which will be sent to daily and weekly newspapers with the suggestion they solicit local radio dealers as sponsors, was also approved.

FIRST 15 PROGRAM HOOPERS—Sept. 30 Report

Program	No. of stations	Sponsor & Agency	Hooperating	YEAR AGO Hooperating	+or—	Pos.
Walter Winchell*	219	Andrew Jergens (Orr)	19.6	13.6	+6.0	6
Radio Theatre	153	Lever Bros. (JWT)	17.3	17.9	—0.6	1
Godfrey's Talent Scouts	149	Lipton Co.-Div. Lever Bros. (Y&R)	15.9	10.2	+5.7	18
Stop the Music (average of sponsored periods)	173	P. Lorillard Co. (8-8:15, 8:45-9) (L&M) / Eversharp (8:15-8:30) (Biow) / Speidel Co. (8:30-8:45) (C&P)	15.1	---	---	---
Bob Hope	151	Lever Bros. (Y&R)	14.9	16.0	—1.1	4
Mr. District Attorney	160	Bristol-Myers (DC&S)	12.8	17.0	—4.2	2
Mr. Keen	146	Whitehall Pharmacal (D-F-S)	12.3	8.5	+3.8	40
Suspense	161	Electric Auto-Lite (N-E)	12.3	9.7	+2.6	23
Take It Or Leave It	163	Eversharp (Biow)	11.9	11.4	+0.5	12
Break the Bank	196	Bristol-Myers (DC&S)	11.7	9.8	+1.9	24
Crime Photographer	163	Toni Co.-Div. Gillette (FC&B)	11.7	9.7	+2.0	26
Gangbusters*	144	Cooperative	11.4	10.3	+1.1	17
Horace Heidt	162	Philip Morris (Biow)	11.3	---	---	---
This Is Your FBI	256	Equitable Life of U. S. (W&L)	11.3	7.7	+3.6	57
Mr. & Mrs. North	151	Colgate-Palmolive-Peet (S&M)	11.3	7.3	+4.0	66

* Includes second broadcast.

TELECOLOR IS GIVEN 250-W GRANT IN MASS.

FCC REVERSED itself last Thursday and granted Telecolor Corp.'s application for a new 250-w station on 1490 kc at West Springfield, Mass., after permitting the company to revise its engineering plans to improve local coverage.

The application had been given a tentative denial because of "inadequate night-time coverage proposed for the city of West Springfield" [BROADCASTING, Feb. 2]. Telecolor then proposed a new transmitter site and outlined other technical changes, which FCC approved last Tuesday—one day after hearing oral argument. The grant of the application followed on Wednesday.

Telecolor is headed by Lawrence A. Reilly, chief engineer of WSPR Springfield, who has 18% interest. Other stockholders are James L. Spates, former manager of WHAI Greenfield, Mass., and Horace W. Nicholds, former WHAI commercial manager, who have 12% each; Hugh J. Reilly, minority stockholder of WLAD Danbury, 8%; and three business and professional men, Louis A. Richmond (18%), Louis L. Hudzikiewicz (16%), and E. Lindeman Aaberg (16%).

FCC said the Telecolor proposal, as revised, will cause interference to about 4.1% of the population within the service area of co-channel WTOR Torrington, Conn. This was not considered excessive, particularly since the interference area receives service from 14 other stations. The new station, West Springfield's first AM outlet, will serve the entire city daytime and 89% of the population at night.

BASIC television problems are being taught this fall at U. of Denver in first such course offered between Chicago and West Coast, college reports.

N. Y.'s Listening On Fall Upgrade

Metropolitan Area Shows Early Rise in Pulse Report

LISTENING in the metropolitan New York area started its fall pick-up early this year, according to the September report of the Pulse Inc. Report shows September sets-in-use figures for New York increased for all times of day over August, the largest increases being noted in the afternoon hours. Average quarter-hour sets-in-use figure, 6 a.m. to midnight, for an entire test week was 25.1 in September, compared with 22.6 in August and 21.4 in September a year ago.

Highest pulse rating, during the measured week, went to the Saturday afternoon Giants-Dodgers game, broadcast by two New York stations, WHN, regularly carrying the Dodgers' contests, and WMCA, which broadcast the Giants throughout the season. Rating for the game was 17.4, topping any evening program.

Top ten evening shows for the month were:

Stop the Music	15.1
Break the Bank	15.1
Walter Winchell	14.6
Suspense	13.1
The Sheriff	13.1
Strike It Rich	12.7
Lux Radio Theatre	12.6
This Is Your FBI	12.6
Crime Photographer	11.7
Fat Man	11.3
Hit the Jackpot	11.3
Gangbusters	11.3
Winner Take All	11.3

Top ten weekday daytime programs were:

Arthur Godfrey (7:30)	6.7
Harry Clark, news	6.7
Arthur Godfrey (11:00 a.m.)	6.5
Grand Slam	6.1
Rosemary	6.1
Breakfast Club	5.9
Big Sister	5.9
Our Gal Sunday	5.7
Helen Trent	5.6
When a Girl Marries	5.5

Top ten Saturday and Sunday daytime broadcasts were:

Brooklyn vs Giants, Sat.. WHN, WMCA	17.4
Brooklyn vs Giants, Sun.. WHN, WMCA	13.6
The Shadow	8.6
Yankees vs Washington, Sun	7.3
Theatre of Today	6.6
Grand Central Station	6.6
Stars Over Hollywood	6.6
Morning Ballroom	5.7
Children's Hour	5.7
Quick as a Flash	5.7

Nearly half Minnesota's retail sales are concentrated in the Metropolitan Minneapolis-Saint Paul area. And that's where WMIN shines. But don't take our word for it. Get yourself in your toughest frame of mind; then, ask any Forjoe man to prove that WMIN does sell Minnesota's better half at lowest cost. And ask about high-power FM no-cost "plus" coverage.

WMIN ST. PAUL • MINNEAPOLIS
REPRESENTED BY FORJOE & COMPANY

GraybaR recommends *Western Electric* consoles

From a near-by Graybar "supply station" you can get immediate delivery of broadcasting's most popular speech input console — the Western Electric 25B *(in use above)*. More than 225 FM, AM, and TV stations are enjoying the 25B's superb performance, versatility, and many technical advantages.

Graybar is your convenient source also of Western Electric 23C, 22D portable, and custom-built consoles.

In fact, Graybar has *everything* you need in broadcast equipment *(see list at right)* . . . PLUS everything for wiring, ventilating, signaling, and lighting — indoors or out — for studio, office, or transmitter! The nearest Graybar Broadcast Equipment Representative will gladly help you plan any installation — big job or little. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.*

4830-1

GRAYBAR BRINGS YOU BROADCASTING'S BEST EQUIPMENT:

Amplifiers (1) (See key to numbers at right)
Antenna Equipment (1)
Cabinets (5)
Consoles (1)
Loudspeakers and Accessories (1, 3)
Microphones, Stands, and Accessories (1, 3, 6, 7, 8)
Monitors (1, 4)
Recorders and Accessories (9)
Speech Input Equipment (1)
Test Equipment (4, 10)
Towers (Vertical Radiators) (11)
Tower Lighting Equipment (2, 12)
Transmission Line and Accessories (13)
Transmitters, AM and FM (1)
Tubes (1, 2)
Turntables, Reproducers, and Accessories (1)
Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

. . . made by (1) Western Electric; (2) General Electric; (3) Whitney Blake; (4) General Radio; (5) Par Metal; (6) Hugh Lyons; (7) Meletron; (8) Hubbell; (9) Presto; (10) Weston; (11) Blaw-Knox; (12) Crouse-Hinds; (13) Communication Products; (14) General Cable; (15) National Electric Products; (16) Triangle; (17) Bryant

Distributor of *Western Electric* Broadcast Equipment

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

There are Graybar offices in over 100 principal cities. These are the Graybar Broadcast Equipment Representatives in key cities:

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F. C. Sweeney, Watkins 4-3000
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E. C. Toms, Richmond 2-2833
CLEVELAND
W. S. Rockwell, Cherry 1360
BOSTON
J. P. Lynch, Kenmore 6-4567
ATLANTA
E. W. Stone, Cypress 1751
PITTSBURGH
R. F. Grossett, Court 4000
PHILADELPHIA
G. I. Jones, Walnut 2-5405
JACKSONVILLE
W. C. Winfree, Jacksonville 5-7180
DETROIT
P. L. Gundy, Temple 1-5500
CINCINNATI
J. R. Thompson, Main 0600
ST. LOUIS
J. P. Lenkerd, Newstead 4700
SAN FRANCISCO
B. R. Cole, Market 5131
CHICAGO
E. H. Taylor, Canal 4104
KANSAS CITY, MO.
R. B. Uhrig, Grand 0324
LOS ANGELES
R. B. Thompson, Trinity 3321
MINNEAPOLIS
W. G. Pree, Geneva 1621
DALLAS
C. C. Ross, Central 6454
SEATTLE
D. I. Craig, Main 4635

STATION TRANSFERS

Four Apply To FCC

SALE OF WELM Elmira, N. Y., by James Robert Meachem, sole owner and licensee, to Corning, N. Y., daily *Leader* for cash consideration of $110,000 was reported to FCC last week in application for Commission approval of the deal. Consent also was requested for lease of WJNC Jacksonville, N. C., by Lester L. Gould from Jacksonville Broadcasting Co. for $8,000 per year.

At the same time applications were filed at the Commission for approval of transfer of one-third interest in KCRA Sacramento, Calif., and for transfer of construction permit of KTXN Austin, Tex., to new firm composed of present owners. Consideration in KCRA transaction is $41,107.

Transfer Detail

Details of the transfers follow:

Austin, Tex.—Construction permit for KTXN Austin is to be transferred from partnership to corporation. There is no change in ownership and no money is involved. Holdings in new firm: Thomas G. Harris, president 44.44%; Mrs. James P. Alexander, 7.96%; John W. Stayton, attorney, 23.89%; J. Chrys Dougherty, attorney 7.96%; Nat Harris Jr., engineer with Texas Railroad Commission, secretary-treasurer 0.22%; John S. Braun, rancher, 4.45%, and Joseph Cocke, attorney, 11.11%. KTXN is assigned 1 kw day on 1370 kc.

Elmira, N. Y.—James Robert Meachem, owner of WELM Elmira, sells station to Corning Leader Inc. for $110,000 cash and an employment contract for five years at $6 000 per year. Corning Leader Inc., publisher of Corning, N. Y., daily Leader, is owned by William A. Underhill and Edwin Stewart Underhill, equal partners. WELM is assigned 250 w on 1400 kc.

Jacksonville, N. C.—Jacksonville Broadcasting Co., composed of Louis N. Howard, Ellis H. Howard and Lester L. Gould, proposes to assign license of WJNC Jacksonville to Mr. Gould, manager of the station. Mr. and Mrs. Howard will lease station property to Mr. Gould for $8.000 per year. Mr. Gould has been manager of station since August 1945. WJNC is assigned 250 w on 1240 kc.

Sacramento, Calif.—Interest in Central Valleys Broadcasting Co., licensee of KCRA Sacramento, transfers from equal partnership of David R. McKinley, Ewing C. Kelly and Vernon Hansen to KCRA Inc. Mr. McKinley receives approximately $41,107 for his interest —one third of net worth of company as shown by balance sheet of Aug. 31. Mr. Hansen then sells half of his acquired one-half interest to his brother, Gerald Hansen, for $30,000. The Hansen brothers also loan $20.000 to the new company. Ownership becomes: Mr. Kelly, president and general manager 50%; Vernon Hansen, vice president 25%; and Gerald Hansen, secretary-treasurer 25%. KCRA is assigned 1 kw on 1320 kc.

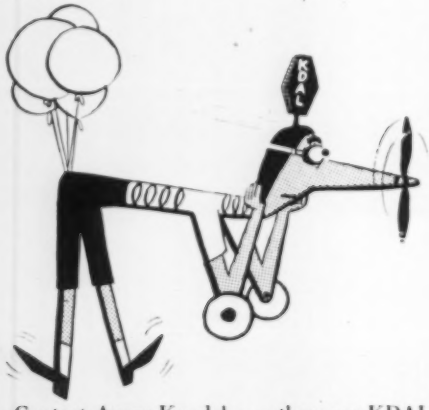
WCMI Starts FM

WCMI Ashland, Ky., has begun FM operations and is duplicating its entire AM schedule. WCMI-FM, one of the outlets owned and operated by Gilmore N. Nunn and J. Lindsay Nunn, operates on a frequency of 93.7 mc. C. C. Warren is station manager for AM and FM operations.

FOUL PLAY!

DULUTH, MINN.—"There ain't no justice," moans Otto Mattick. "KDAL is doing such a terrific job that I thought I could rest on my laurels for a while . . . but here I am observing this beehive of activity from my reersuspendo gyroid."

Otto's beehive is the booming Duluth-Superior Metropolitan district, where things are popping night and day. There just don't seem to be enough hours in the day for the people in the Duluth-Superior market to take advantage of their buying income, which has leaped 27.6% in the past two years. And with population up 15.5% and retail sales increasing 83.2% since 1945, the activity is really terrific . . . but these busy people always find time to listen to their favorite radio station, KDAL.



Contact Avery-Knodel . . . then use KDAL to reap your harvest from this booming Duluth-Superior Market.

INFORMAL trophy is presented J. Lothaire Bowden (r), WKBN Youngstown, Ohio, manager, on occasion of his scoring a hole-in-one at Tippecanoe Country Club, Youngstown. Making the presentation for the WKBN staff is Jim Walls, sales department.

RADIO DOES ITS JOB IN 2ND FLORIDA BLOW

WHEN the second hurricane within a fortnight struck southern Florida last week stations did another outstanding job of news coverage and public service programming. The latest blow was less severe and damage to stations and other property correspondingly lighter.

WIOD Miami, which reported that it suffered no damage, carried 5-minute weather bulletins every half hour, followed by Red Cross and other public interest announcements. Station remained on the air continuously, far beyond its normal hours of operation, until the storm had passed.

Another Miami station, WGBS, reported that it returned to normal activity Oct. 6 after 96 hours of continuous broadcast service during the hurricane. The station's present transmitter and its new 50-kw transmitter withstood the high winds. WGBS hurricane coverage featured reports from the weather bureau translated into Spanish for listeners in Caribbean area and direct information from Red Cross disaster relief center every 15 minutes during the storm. Station also aired interviews depicting behind-the-scenes operations of rescue workers.

WIOD reported an example of station cooperation in giving WGBS permission to rebroadcast bulletins direct from the weather bureau after WGBS communications between studio and transmitter were severed.

Co-op Discussion

NAB and ASCAP committees on cooperative programs will meet again this week to continue their efforts to work out a satisfactory plan of payment by broadcasters to ASCAP for co-ops [BROADCASTING, Oct 4], with the meeting tentatively scheduled for Oct. 14. Matter is one of the last major problems to be solved before the new ASCAP contracts with the broadcasters can be drawn to replace the present ones, which expire Dec. 31, 1949.

IHF Preliminaries Starts in Mexico

Five-Power Meeting Underway Despite Incomplete Study

FIVE-POWER conference, preparatory to the main International High-Frequency Conference opening Oct. 22 in Mexico City, got under way last week despite failure of the preparatory group to complete the work it started early last month.

The preparatory group has been working on antenna studies, atmospheric noise levels and sunspot minima. It is continuing its activity during the five-power sessions, which started Oct. 1. The five powers are Russia, United States, United Kingdom, India and Mexico.

Russia's large delegation is at Mexico City, completing representation for the five-power deliberations. The planning committee has requested Dr. Balth van der Pol, of Holland, to be consultant to the high-frequency conference. He becomes a member of Comite Consultatif International Radio Diffusion (CCIR) next Jan. 1.

The U. S. delegation is now headquartered at the Hotel Del Prado, Mexico City, with meetings at Escuela Normal Maestro. Royal V. Howard, NAB engineering director, has been at preparatory meetings since the beginning as an industry member.

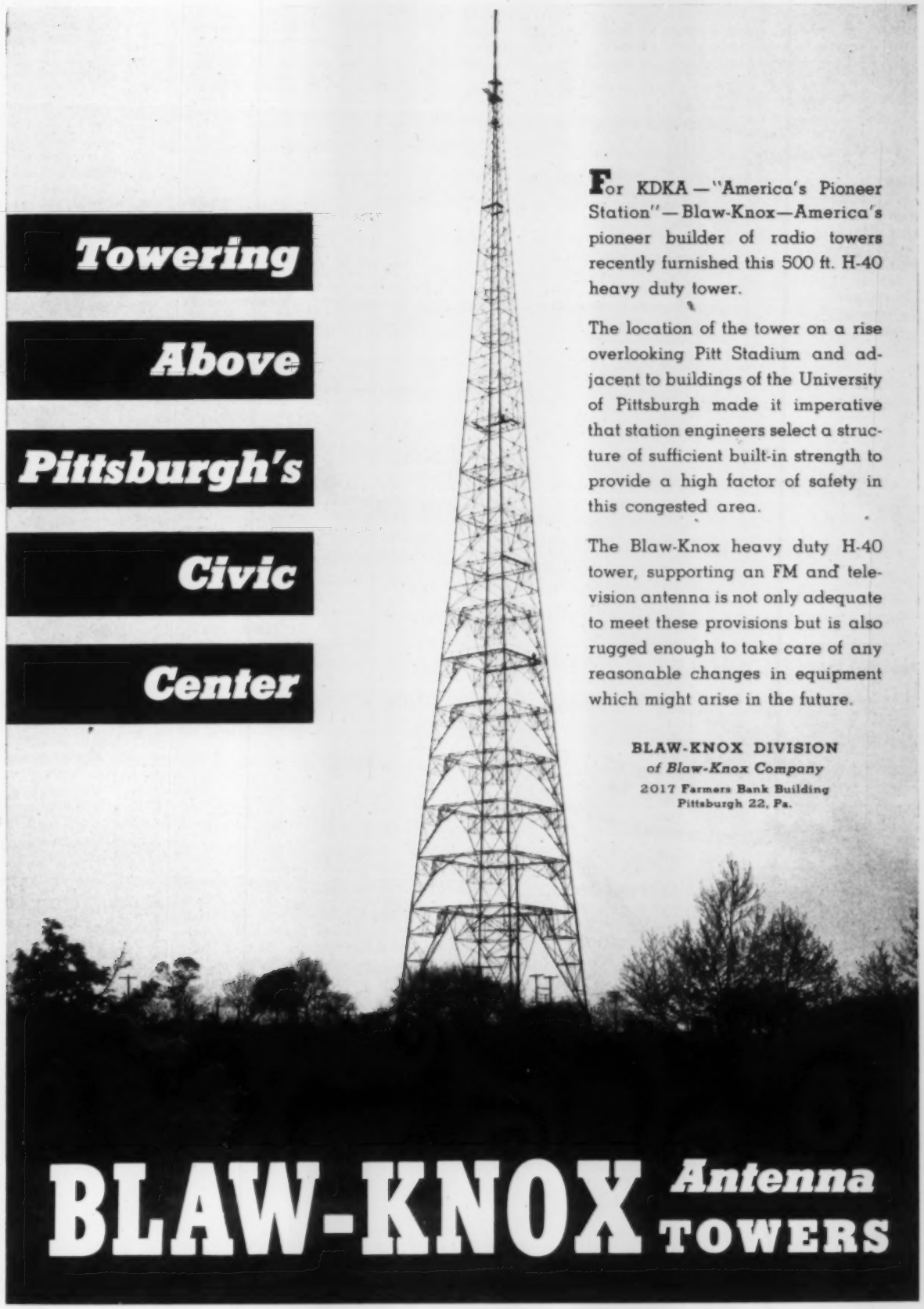
Expected Delegates

While names of U. S. delegates have not been formally announced, the delegation is expected to consist of R. Henry Norweb, former Ambassador to Cuba, chairman; George E. Sterling, commissioner, FCC, vice chairman; Fred Trimmer, chief of International Radio Frequency Section, State Dept.; Rodger Legge, propagandist, State Dept.; Col. Gale Simpson, advisor to the Chief Signal Officer; Curtis B. Plummer, chief, FCC Television Division; Louis de la Fleur, FCC Frequency Allocation & Treaty Division; Joseph Kitner, FCC Legal Division; A. Prose Walker, engineer, FCC.

Industry observers will include Mr. Howard; Forney E. Rankin, NAB executive assistant to the president; James Veach, RCA Labs.; Charles E. Denny, NBC executive vice president and general counsel.

Allen on Tie-ins

ADVERTISING in publications and its relation to radio tie-ins will be analyzed by Charles L. Allen, assistant dean of Medill School of Journalism at Northwestern U. and research consultant for John W. Shaw agency, Chicago, tomorrow (Tuesday) before members of the American Mutual Insurance Advertising Sales Conference in St. Paul. Mr. Allen will discuss the importance of continuity and frequency, and will stress the necessity of a fully-planned campaign.



Towering Above Pittsburgh's Civic Center

For KDKA—"America's Pioneer Station"—Blaw-Knox—America's pioneer builder of radio towers recently furnished this 500 ft. H-40 heavy duty tower.

The location of the tower on a rise overlooking Pitt Stadium and adjacent to buildings of the University of Pittsburgh made it imperative that station engineers select a structure of sufficient built-in strength to provide a high factor of safety in this congested area.

The Blaw-Knox heavy duty H-40 tower, supporting an FM and television antenna is not only adequate to meet these provisions but is also rugged enough to take care of any reasonable changes in equipment which might arise in the future.

BLAW-KNOX DIVISION
of Blaw-Knox Company
2017 Farmers Bank Building
Pittsburgh 22, Pa.

BLAW-KNOX *Antenna* **TOWERS**

ALLEN

Says Government Supplements Private Industry

THE GOVERNMENT'S role in the information field should remain "supplemental to that done by private industry and should be limited to those fields where private industry cannot or does not wish to enter," George V. Allen, Assistant Secretary of State for Public Affairs asserted last Thursday.

Secretary Allen, director of the Department's international information office, delivered the welcoming address before the opening session of a two-day closed meeting of the five-man U. S. Advisory Commission on Information, under the chairmanship of Mark Ethridge, publisher of the Louisville *Courier-Journal*. It was the group's first meeting since its appointment by President Truman Aug. 9.

"Many Americans who, two years ago, were in favor of leaving all information activity in private hands are now complaining that the government is not doing enough," Secretary Allen said.

By private industry, Mr. Allen meant such sources as press services, newspapers, magazines, and movies. He did not mention radio by name.

Secretary Allen's statements harked back, by implication, to the decision last July by both NBC and CBS to relinquish "Voice of America" programming activities, as of Oct. 1, after a three-month interim agreement. Since that date, the "Voice" broadcasts have been taken over by the International Broadcasting Division. It now programs and broadcasts all news and commentaries, while recording of feature programs by contract continues on a periodic basis with private companies.

He said the Commission might be engaged to consider information activities in this country of "totalitarian governments of Eastern Europe." He alluded to suggestions, advanced in some quarters, that Americans be probibited from listening to Communist propaganda over their radios, or reading propaganda published in the U. S. by Russia and other governments.

Scoring any form of censorship, Secretary Allen pointed out that the U. S. Government is engaged in similar activities "behind the Iron Curtain." "If we imposed a censorship, or made difficulties for people who visited certain foreign information centers in the U. S., we would arouse ten times more interest in foreign propaganda than now exists in the United States today," he asserted.

Overall purpose of the sessions was to study organization and operation of the State Dept's Office of International Information.

The Advisory Commission is composed of Judge Miller, NAB president; Philip D. Reed, chairman, of General Electric Co.; Erwin D. Canham, editor of the *Christian Science Monitor* and president of the American Society of Newspaper Editors, and Mark May, director of the Institute of Human Relations, Yale U.

An opening address was given by Robert A. Lovett, Acting Secretary of State. Mr. Allen presented Lloyd Lehrbas, director of OII. The Thursday afternoon session was devoted to a discussion of the International Broadcasting Division, including "Voice of America" operations. Last day sessions concerned, principally, a study of the international press and publication activities, the motion picture program, and overseas operations and policy guidance methods.

Secretary Lovett asked the Advisory Commission to be candid while studying the Department's international information services. He was reassured by Chairman Ethridge that the Commission would take a "frank" yet "friendly" approach when it submits to Congress its report on the program's overall effectiveness.

The Commission, a creation of the 80th Congress, was appointed under terms of the Information and Education Exchange Act of 1948. Under the law, it is charged with the responsibility of formulating and recommending to Secretary George Marshall the policies and programs for carrying out authorized information functions. It reports quarterly to the Secretary and semi-annually to Congress.

Upcoming

Oct. 1-22: International Telecommunications Union, planning committee, for High Frequency Broadcasting Conference, Mexico City.

Oct. 18-19: Regional meeting, British Columbia stations, Canadian Assn. of Broadcasters, Hotel Georgia, Vancouver.

Oct. 18-22: American Institute of Electrical Engineers, Midwest general meeting, Milwaukee.

Oct. 19-21: First Advertising Agency Group, 1948 Convention, Ponte Verda Inn, Ponte Verda, Fla.

Oct. 20-21: Regional meeting of Alberta broadcasters, Canadian Assn. of Broadcasters, Hotel MacDonald, Edmonton.

Oct 21: Wisconsin Radio News Clinic, Plankinton Hotel, Milwaukee.

Oct. 21-22: NAB Public Relations Executive Committee, NAB Hdqrs., Washington.

Oct. 22: International Telecommunications Union: International Conference on High Frequency Broadcasting, Mexico City.

Oct. 22-23: Kentucky Broadcasters Assn., Owensooro, Ky.

Oct. 25-26: NAB Sales Managers Executive Committee, NAB Hdqrs., Washington.

Oct. 25-27: Assn. National Advertisers Convention, Waldorf-Astoria Hotel, N. Y.

Oct. 27-28: NAB Small Market Stations Executive Committee, NAB Hdqrs., Washington.

Oct. 27-29: Board of Governors, Canadian Broadcasting Corp., Ottawa.

Oct. 30-31: Regional meeting Ontario stations, Canadian Assn. of Broadcasters, Royal York Hotel, Toronto.

Lush TV Deal

(*Continued from page 21*)

ducer could then sell the films t motion picture firms or any othe allied interests. American Tobacc would retain the right to use th films on any number of TV net works and stations.

The production firm is expecte to realize a $5,000,000 profit o the five-year contract with so-called "fringe" rights, according to informed sources. Costs would mount at rate of $500 for each film in the succeeding 26 weeks, ultimately reaching a top of $10,000, it was understood.

The plan is to use origina music for background, providing an agreement can be reached wit James C. Petrillo, AFM president This would apply only to origina compositions, written especially fo the stories. In the event no such contract can be effected, producers would then utilize music recorded before 1946, it was understood, pending clearance of various an sundry rights with the composers arrangers and publishing houses o that music selected.

A significant provision in th contract stipulates that the spe cially-prepared TV films may no be used within a 12 month period for any purpose, in theatres o other centers, where admission i charged.

The series will be placed o the market by R-B Productions which is headed by Gil Ralston radio director (for nighttime programs) of Procter & Gamble Co. and Ronald Button, a Hollywood attorney.

Negotiations began in New York last month between representatives of American Tobacco Co. and the agency [BROADCASTING, Sept. 27] Harry Warner, of Segal, Smith & Hennessey, Washington law firm assisted Mr. Button, a former associate, in drawing up provisions of the contract.

Manuals on 'Democracy' Contest Mailed by NAB

MANUALS for guidance of high school students entering the second annual "Voice of Democracy" contest [BROADCASTING, Oct. 4] have been sent to broadcasters, radio dealers, high schools and Junior Chamber of Commerce chapters all over the nation.

Complete instructions are provided for the contest, to start in hundreds of communities during National Radio Week Nov. 14-20. Cooperating are NAB, Radio Mfrs. Assn., Junior Chamber and the U. S. Office of Education. Scholarships will be awarded four students for best essays on "I Speak for Democracy." General chairman of the contest is Robert K. Richards, NAB public relations director.

KMPC Hollywood appoints C. J. LaRoche & Co., Hollywood, to handle advertising. Station plans expanded advertising and promotion activities.

YOUR NEW CHEVROLET OR BUICK

STARTS HERE

FLINT . . . world's 2nd automobile city

FLINT, Bay City and Saginaw do most of the business for E. Central Michigan. Until WTCB, Flint and six surrounding counties had no adequate NBC coverage. Now, WTCB-NBC covers Michigan's 2nd market . . . the million listeners with the billion dollar income.

TRENDLE-CAMPBELL BROADCASTING CORP. WTCB FLINT, MICHIGAN DETROIT

1000 Watts Day — 500 Night 600 KC

Paul H. Raymer, Representative

AM · FM · TV
RAYTHEON SPEECH EQUIPMENT

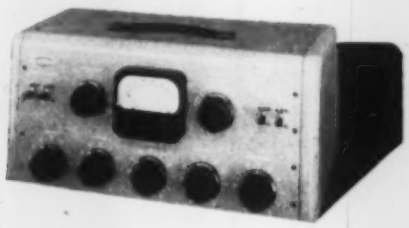
For the last word in complete, up-to-the-minute facilities
... or simple, low-cost equipment to suit your limited requirements ...

Look to RAYTHEON for All Your Needs

RC-11 STUDIO CONSOLE

NOW WITH CUE POTS FOR TWO TURNTABLES

Provides complete high-fidelity speech input facilities with all control, amplifying and monitoring equipment in one cabinet. Seven built-in pre-amplifiers, nine mixer positions, cue attenuators for two turntables. Simple, positive controls reduce operational errors. Frequency response—2 DB from 30 to 15,000 cycles; Distortion—less than 1% from 50 to 10,000 cycles; Noise Level—minus 65 DB's or better. Meets all FCC requirements for FM.

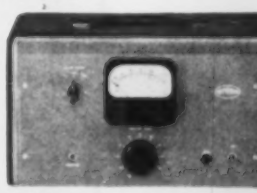


RPC-40 PORTABLE CONSOLETTE

Ideal for remote pickups yet complete enough to serve as a studio console. Four input channels for microphones or turntables, high level mixing, two output lines. Two RPC-40's interconnected provide 8-channel mixing—a feature of special interest to new TV stations planning future expansion.

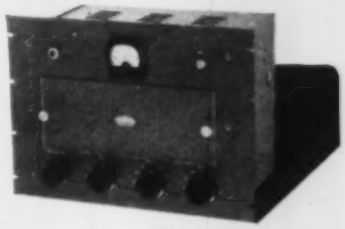
RR-30 REMOTE AMPLIFIER 3 CHANNEL

A lightweight, easy-to-carry combination of amplifier and power supply—simple and quick to set up. Provides three high-fidelity channels, excellent frequency response, high over-all gain.



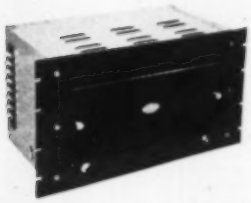
RR-10 REMOTE AMPLIFIER SINGLE CHANNEL

A complete, self-contained unit with built-in power supply. An excellent low-cost amplifier for remote pick-ups requiring only one high-fidelity channel.



RL-10 VOLUME LIMITER

Engineered for high-fidelity AM, FM or TV speech input. Increases average percentage modulation without distortion.



RZ-10 FOUR-CHANNEL PRE-AMPLIFIER

Four plug-in pre-amps plus a plug-in power supply, all in one handsome cabinet, provide maximum flexibility for a wide variety of high fidelity uses . . . with turntables, high level microphones, as a booster amplifier, etc.

RP-10 PROGRAM AMPLIFIER

A high-fidelity, single-unit amplifier and power supply. Over-all gain, 65 db; frequency response flat from 30 to 15000 cps; distortion less than 2% at + 30 vu. Designed for rack or cabinet mounting.

RPL-10 LINE AMPLIFIER

A single-control, two-stage amplifier featuring wide frequency response, low distortion, low noise level, freedom from RF pickup. Push-pull throughout. Mounts in standard rack or cabinet.

RAYTHEON MANUFACTURING COMPANY
WALTHAM 54, MASSACHUSETTS

EXPORT SALES AND SERVICE IN FOREIGN COUNTRIES
Raytheon Manufacturing Company
50 Broadway, New York 4, N. Y., WH. 3-4980

Railroad Association's Radio Show Is Started

ASSN. of American Railroads launched its new ABC program, *The Railroad Hour*, from Hollywood Oct. 4, with presentation of the musical success, "Good News," starring Gordon MacRae with Dinah Shore and Jane Powell as guest stars.

The series, which is handled through Benton & Bowles, is produced by Ken Burton for the agency.

On hand for the first program for AAR were Col. Robert Henry, vice president and director of public relations, plus a group of executives from a number of railroads. For the agency, the Eastern delegation was led by Clarence Goshorn, Benton & Bowles president; Walter Craig, vice president in charge of radio and television; John L. Cobbs Jr., account executive for AAR; Charles F. Gannon, agency vice president and director of public relations.

HELPING to launch the Assn. of American Railroads' new ABC program Oct. 4 from KXOK St. Louis studios were presidents of leading U.S. railroads (seated l to r): Herbert W. Ward, Illinois Terminal RR; Donald E. Fraser, M.K.T. (Katy) RR; William T. Faricy, Assn. president, who spoke during the premiere program; P. J. Neff, Missouri-Pacific RR; Armstrong Chinn, Terminal RR; and Clark Hungerford, Frisco RR; (standing) Arthur K. Atkinson, Wabash RR; Frederick Green, St. Louis Southwestern (Cotton Belt) RR; James Davies, Alton and Southern RR, and Arthur E. Wright, Manufacturers RR. KXOK gave a reception at St. Louis' Jefferson Hotel for the officials.

Sawyer Appointed

RAY SAWYER of Plymouth, N. H., former FCC attorney, has been appointed a vice chairman of the Republican veterans' division, GOP Washington headquarters announced last Thursday. Mr. Sawyer took leave of absence from his government job in 1947, to serve as national commander of the AMVETS, World War II veterans' organization.

WDGY to 50 kw

PREPARATORY to increasing power of WDGY Minneapolis to 50 kw, Twin Cities Broadcasting Corp., licensee, has ordered from Westinghouse a 50-kw AM transmitter. WDGY's 50-kw installation will cost more than $400,000 and will include a nine-tower array controlled by Westinghouse phasing equipment, station executives have announced. At present WDGY operates with 5 kw daytime and 500 w night on 1130 kc.

BRITAIN GIVES FINCH MULTIPLEX FAX PATENT

W. G. H. FINCH, head of Finch Telecommunications Inc., New York, has been granted a British patent for a multiplex facsimile system, the firm anounced last week. A similar application in the U. S. Patent Office is pending.

Mr. Finch also has been granted U. S. Patent No. 2,450,649 for a facsimile synchronizing system. Three other U. S. patents for facsimile apparatus of his design probably will be granted this week, an official of the firm said.

The British patent, No. 603,586, covers the Finch Multiplex Radio Signaling System. The Finch company expects to license British firms to manufacture the systems, for sale within the British Commonwealth.

The system, according to a company spokesman, provides a separate carrier for facsimile transmission near the outer edge of the FM channel, and within the width of the guard bands allocated to FM transmission, permitting some FM receivers to be readily converted for the reception of facsimile programs. Similarly, it would enable FM stations to be converted for the transmission of facsimile "with a minimum of extra equipment."

Miller Requests UN Day Support From Industry

BROADCASTERS are being asked by NAB President Justin Miller to support the first United Nations Day, set for Oct. 24. A member of the U. S. Commission for the United Nations Educational, Scientific and Cultural Organization, Judge Miller suggested broadcasters feature President Truman's proclamation of the day.

Judge Miller said, "By focusing attention on the establishment of the UN for the promotion of peace, freedom and human welfare, the radio stations of America will make a significant contribution."

WTVJ (TV)'s INTERIM PLEA DENIED BY FCC

REQUEST of WTVJ (TV) Miami, Fla., for special temporary authorization to commence operations, pending disposition of FCC revocation proceeding against the station [BROADCASTING, Aug. 2 Sept. 13], was denied last week by the Commission, coincident with scheduling of hearing on the revocation. The hearing is to commence Oct. 25 in Miami with Comr. Paul A. Walker presiding.

The permit, granted for Channel 4 (66-72 mc) in March 1947, was ordered revoked by the Commission late last July on grounds of alleged concealment of facts concerning ownership and financing of WTVJ. The station was to have begun operations on Sept. 15.

Southern Radio and Television Equipment Co. is permittee of WTVJ and an application is pending for Commission approval of transfer of control to Wolfson-Meyer Theatre Enterprises Inc., Miami. Latter firm is reported associated in ownership of AM station WMIE Miami, which FCC, at the same time as the WTVJ revocation, ordered set for hearing regarding a proposed assignment of permit to Sun Coast Broadcasting Co. The WMIE permit presently is held by Lincoln Operating Co., trustee for Sun Coast.

The WTVJ revocation, which was to become effective Aug. 30, was subsequently suspended by the Commission upon request of the station for hearing in the matter.

Relay Hearing

(*Continued from page 27*)

under cross-examination, said that under the present tariffs the company's ban on interconnection would apply to connection with a broadcaster's facilities for remote pickups made outside the video exchange area, if AT&T had remote pickup facilities of its own available.

Philco spokesmen, hinting that they would present testimony on a method of fast-filming of television pictures for re-transmission, wanted to know whether "interconnection" would be involved if a program sent over AT&T facilities from Washington were filmed at Philadelphia and the film then transmitted by Philco to New York over its own relay system. AT&T Assistant Vice President John J. Hanselman said he thought the answer would depend on the time lag involved. He thought "through service" and an indirect connection might be involved if the film were transmitted within five minutes, for example, from the time the program was received at Philadelphia.

C. L. THOMAS, general manager of KXOK and KXOK-FM St. Louis, has been selected to lecture at third annual Institute of Advertising conducted by Advertising Club of St. Louis and St. Louis U. The subject is radio advertising and facsimile.

Texarkana's best radio "buy" . . . More listeners in the Texarkana area (daytime or night) than all other stations combined.

Frank O. Myers, Mgr.

KCMC and KCMC-FM

National Representatives:

TAYLOR-BORROFF & CO., Inc.

PHOENIX

FCC Favors KPHO; Bay County Gets Nod at Panama City

REJECTING its hearing examiner's recommendations, FCC proposed last week to grant the 5-kw, 910-kc application of KPHO Phoenix, now on 1230 kc with 250 w, and to deny the mutually exclusive applications of KRUX Glendale and Desert Broadcasting Co., of Phoenix.

Examiner Jack P. Blume, in recommendations released with the Commission's proposal, favored the application of Gene Burke Brophy's KRUX, which is seeking to move to Phoenix as part of its 910-kc application.

In another case the Commission accepted Examiner J. D. Bond's recommendation—but not all of his reasoning—and proposed to grant Bay County Broadcasting Co.'s request for 1400 kc with 250 w at Panama City, Fla., and to deny the St. Andrew Bay Broadcasting Co.'s application for the same facilities.

In its proposed decision in the Arizona case, adopted on a 5-2 vote, the FCC majority set up a guidepost for future cases of this type:

. . . in a comparative proceeding such as this and in the absence of compelling reasons to the contrary, the existing station located in the community where improved facilities are sought and which has rendered a meritorius program service to that community and proposes an extension of such service, is to be preferred to an existing station which has operated in a contiguous city and now seeks improved facilities and to move its main studios to the former city.

Applying this policy for a proposed grant to KPHO, the majority considered it unnecessary to bring into play its general disapproval of applicants which have network officials for stockholders. E. R. Borroff, ABC Chicago vice president, owns 10% of KPHO. But FCC noted that its policy in this regard is designed to keep other stations in a community from being put to disadvantage in securing affiliation with the network whose official has a local station interest. Mr. Borroff, FCC pointed out, was not instrumental in securing KPHO's ABC affiliation, and, in fact, ABC gave KPHO a cancellation notice.

Examiner Blume, however, pointed out that there are five stations in Phoenix to compete for four network affiliations and charged that "one of the principal motivations" of the KPHO application for improved facilities "is to retain the network affiliation of Station KPHO."

Mr. Blume also maintained that KRUX, although on the air for less than a year at the time of hearing, has demonstrated through its programming that the management is "keenly aware of the broadcast needs of the area and has diligently sought to meet these needs."

First Hennock Dissent

Comr. Frieda B. Hennock, in her first recorded dissent since she took office in July, voted for a grant to KRUX "for the reasons stated in the Hearing Examiner Recommended Decision." Comr. E. M. Webster also favored KRUX, but did not state his reasons. The majority was composed of Chairman Coy and Comrs. Hyde, Jones and Sterling, with Comr. Walker concurring in the result.

KPHO is controlled (51%), headed and managed by Rex Schepp, whose experience in radio dates back to 1923. Gene Autry, radio and movie cowboy actor and sole owner of KOOL Phoenix, owns a 24% interest which he must sell under terms laid down when FCC approved his acquisition of KOOL last April [BROADCASTING, April 12]. The value of his stock will be enhanced substantially if FCC makes final the currently proposed power boost for KPHO.

In the Phoenix case the Commission proposed to eliminate the Desert Broadcasting Co. application from consideration on engineering grounds and also on the basis of program plans and the owners' radio qualifications as compared with those of KPHO and KRUX.

Desert Broadcasting is owned in equal shares by Dr. J. H. Harber, retired physician; John C. Mullins of Tulsa, businessman; and W. Francis Wilson, Phoenix attorney.

In the Panama City decision, the Commission, preferred Bay County Broadcasting largely because its owners, Edward G. Holmes and E. L. Dukate, propose to devote fulltime to the station whereas only one of the 11 stockholders of St. Andrew Bay Broadcasting expects to spend fulltime on station affairs. In the light of these plans, FCC attached little importance to the fact that Messrs. Holmes and Dukate are both non-residents (they live in New Orleans) while 44% of the St. Andrew Bay stock is held by residents of Panama City.

Veterans' Views Cited

FCC's decision pointed out that Messrs. Holmes and Dukate are World War II veterans who, while in service, became convinced that a properly managed radio station could "further some of the ideas for which we were fighting" and could help prevent misunderstanding and war. Both are currently associated with WTPS (FM) New Orleans, Mr. Holmes as an engineer and Mr. Dukate as a member of the announcing and production staff.

St. Andrew Bay is headed by T. J. Sherman. He and his brother, John H., and their father, W. C. Sherman, hold 10% each; they are associated in Sherman & Sons, a parent company of foundry, machine and water transportation operating businesses.

Other stockholders include P. D. Heath (10%) and H. F. Moore (4%), Panama City businessmen; and the six owners of WCTA Andalusia, Ala.: James T. Ownby, R. B. Anderson, M. B. Taylor, Tracy B. Wilder, Charles Dixon, and J. Dige Bishop. Messrs. Bishop and Ownby also have minority interests in WULA Eufaula, Ala.

DOUBLING for Dewey wouldn't be too difficult for Bill Kephart, chief of NBC Chicago announcers, if he darkened the color of his mustache and eyebrows. The Republican Presidential candidate's left hair part would be harder to duplicate, Mr. Kephart points out.

KBA Meet Delayed

THE fall meeting of Kentucky Broadcasters Assn., scheduled for Oct. 22 and 23 at Owensboro, has been postponed. "A new date, probably about Nov. 16, will be set after FCC Chairman Coy advises us when he can be with us," Hugh O. Potter, secretary of the association, announced Thursday.

SPECIAL adaptation of INS video news tape is being used to flash scores of football games other than those being televised. Scores are shown between halves and at end of games televised by NBC-TV each Saturday.

TRUMAN TROUBLE
President 'Deserts' Party To Keep Air Date

MORE than 100,000 people in Oklahoma City got only a glimpse of Candidate Harry S. Truman as he raced over a four-mile parade route at 40 miles an hour—to meet a broadcast deadline.

The Democratic National Committee, for the Sept. 28th anti-Communism speech, bought CBS basic and 44 Oklahoma stations live, plus full CBS and Mutual on rebroadcast, thereby hooking up more than 750 stations. It was the biggest radio splurge of the Democrats to date—and it almost went snafu.

Trouble began when the Truman Special was late leaving Bonham, Texas, that morning. In Oklahoma City, Ken Fry, party radio director, lined up some musicians for a fill-in as the train got further behind schedule. The train pulled in 45 minutes late. President Truman bounced into a waiting car and raced off, leaving the rest of the Presidential party behind. He reached the speaker's platform just 10 seconds before air time. Later Mr. Truman explained:

"I'm sorry. We were about 40 minutes behind schedule and I had to get to the radio hookup to make my speech on Communism. The radio time cost the Democratic National Committee between $40,000 and $50,000."

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

WDBJ *has more listeners in Roanoke and Southwestern Virginia* THAN ANY OTHER STATION

Results Count!

That's why so many WDBJ advertisers continue with the station year after year. They have found per-sale advertising costs low. And WDBJ'S Promotion Department is an added help, increasing results you would normally get from sending your message to our loyal listeners in 38 counties.

Ask FREE & PETERS

WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS, INC., *National Representatives*

Rating Issue

(Continued from page 23)

ported 47 of 137 Texas stations (34%) were subscribers. His New York office sold $20,000 worth of BMB reports to agencies last year, he said. First TV job, he went on, will be to determine the number of sets. "You never saw in your wildest dreams as many estimates as there are in the TV industry today," he said.

BMB is ready to follow joint instructions of broadcasters, advertisers and agencies, Mr. Feltis told BROADCASTING. His comments on the District 13 resolution follow:

As a non-profit, cooperative association BMB has no motives other than to serve the best interests of the industry. Being the servant of the broadcasters, advertisers and agencies, BMB is ready to follow their joint instructions.

Although our first study was limited to the measurement of stations' and networks' total weekly audiences, the possibility that we might be called upon to widen the scope of our research has been recognized from the beginning. The by-laws, in defining the objectives for which BMB was established, include the phrase, "conduct research and investigations to establish measurements of broadcasting of all types . . . and to perform other acts and services which will further the mutual interests of advertisers, advertising agencies and the broadcasting industry in the accurate and scientific evaluation of the broadcast advertising medium."

The industry has already authorized the expansion of Study No. 2 next March by the measurement of daily as well as weekly audiences, and experimental work has been authorized leading to the possibility of reporting "amount of listening" in Study No. 3. The industry holds the throttle which determines the speed at which BMB moves forward.

NAB DISTRICT 13 meeting in Fort Worth brought together between sessions (seated, l to r): Reese Reinecher, Fred Nahas, KXYZ Houston; Harold Hough, WBAP Fort Worth; Otto Brandt, James Connolly, ABC New York; (standing) Walter Davison, Capitol Transcriptions, Hollywood; Joe Evans, Free & Peters, Fort Worth; Abe Herman, Fort Worth radio attorney; Alex Keese, Taylor-Borroff, Dallas; Ward Barnes, NBC Radio Recording, New York; Ben Nedow (between first and second row), KECK Odessa and King Robinson, KATL Houston.

Speaking on behalf of BMB, Dale C. Rogers, advertising manager of Mid-Continent Petroleum Corp., Tulsa, said, "Thanks to BMB, timebuying is no longer guesswork." The company has expanded radio coverage as a result of BMB data, he said, adding that "many small stations without BMB data have been left out in the cold."

Ray K. Glenn, president of Glenn Advertising Inc., Fort Worth, said BMB "has been a factor in increasing the use of radio by many regional advertisers, who had previously not used this medium to any great extent."

Apparent intent to set up an industry-underwritten research project somewhat resembled a proposal offered at the District 17 meeting in Spokane. At that meeting, Saul Haas, KIRO Seattle, proposed that all broadcasting measurement, including popularity ratings, be turned over to BMB. The resolution was unanimously adopted by the district [BROADCASTING, Sept. 20].

Other events at the two-day district session included Judge Miller's review of industry and association problems; speech by Maurice Mitchell, NAB's new director of broadcast advertising; plea for better relations with Latin nations, made by Texas Governor Jester.

Mr. Mitchell listed these department projects: First dealer-cooperative study since 1942 [BROADCASTING, Oct. 4]; series of "Junior Joske" studies of case histories; revised NAB sales manual; new salesman-training helps; development of case-history exchange of successful programs.

Questionnaires, covering the projects, will go to broadcasters in the next few weeks, he said, asking for station cooperation.

Another resolution urged wider use of BMI. Carl Haverlin, BMI president, had appealed for music performance based on merit and urged careful check up on disc jockeys.

Radio's educational responsibility was discussed by Gov. Beauford H. Jester, a principal in KWTX Waco and a figure in the proposed statewide TV network Texas Telenet Inc. He called for friendly relations with Latin nations.

Clyde W. Rembert, KRLD Dallas, District 13 director, named a committee to work with the Governor on Latin relations. Members are Hugh Halff, WOAI San Antonio; Vann Kennedy, KSIX Corpus Christi; Dorrance Roderick KROD El Paso.

Harold Hough, WBAP and WBAP-TV Fort Worth, said in a television session that "in the last analysis the human body will decide what effect TV will have on AM," referring to eye fatigue. "What if there turns out to be a tiring point?" he asked. "Suppose it's three or four hours. We're in the novelty stage. I don't believe surveys are worth much. I don't believe we'll know for two or three years."

Don Petty, NAB general counsel, led a session on legal problems. He proposed a legal seminar with Texas radio lawyers.

Richard P. Doherty, NAB employe-employer relations director urged broadcasters to seek "creative minds" for the industry and to apply "intelligent business administration" to the personnel problem. Harold Fair, NAB program director, discussed work of the department and the Standards of Practice. Charles A. Batson, information director, gave his review of TV operating and equipment costs.

District 13 Registration page 6

District session chairmen were Dave Russell, KFDM Beaumont, program clinic; Burton Bishop, KTEM Temple, sales, and O. L. (Ted) Taylor, KGNC Amarillo, labor.

EXCHANGING views during the NAB District 13 meeting in Fort Worth were Texas Gov. Beauford Jester (l), part owner of KWTX Waco, and Clyde W. Rembert, general manager of KRLD Dallas and director of District 13.

WLOF
ORLANDO, FLORIDA
950 KC
SERVING THE RICH CENTRAL FLORIDA AREA
5000 WATTS
MBS
Represented By Paul H. Raymer Co., Inc.

PHILADELPHIA'S NO. 1 Station
FOR PROMOTION!
CAR CARDS · 24 SHEETS
NEWSPAPER ADS
DIRECT MAIL
10,000 Watts
WIBG
REPRESENTED Nationally by Adam J. Young, Inc.

Court Hits FCC

(*Continued from page 23*)

tyman pointed out in the dissenting opinion that "the decision . . . would cause extensive revision of the rules of administrative agencies."

In the Tarboro case, WJR charged that the daytime station would cause daytime skywave interference (not recognized in FCC's Standards but the subject of a pending study) to WJR's 32-microvolt contour — considerably beyond the 100 microvolt contour to which FCC Rules give it daytime protection.

There were no dissents in the Clanton case. Justices Prettyman and Edgerton issued a concurring opinion pointing out that the alleged interference would occur well within the protected contour and that there exists "a serious and debatable question," sufficient to justify a hearing, as to "whether the Standards, and thus the licenses of all Class 1 clear-channel stations, give protection against skywave in the daytime."

The Court rejected FCC's argument that it reached the right decision on the sufficiency of WJR's allegations even though it might have erred in refusing to hear argument on the subject.

"The Commision's decision has not been validly reached and until it has been validly reached it is not properly reviewable," the Court declared, adding a quotation:

"He who decides anything, one party being unheard, though he should decide right, does wrong."

If the Commision decides, after hearing them, that WJR's arguments are insufficient and that its petition for reconsideration should be dismissed, the Court said, then "an appeal to this Court will bring properly before us the correctness of the Commission's decision on the merits . . ."

WJR had asked FCC, in event it refused to set the Tarboro application for hearing, that action on the application be deferred until after the clear-channel hearing has been decided. In support, WJR had maintained that the daytime grant might make it impossible for WJR to get power above 50 kw, if the clear-channel decision permitted use of power above that range.

But the Court did not agree with such contentions, declaring that WJR has "no present rights in these supposititious eventualities" and that the Court has no power "to direct the order in which the Commission shall consider its cases."

Of the right to hearing on allegations of injury, the Court said:

> **The due-process guarantee of hearing in our system of law has always been recognized as a right in persons, not a privilege to be extended to persons according to the ex parte judgment of tribunals as to whether or not there should be a hearing.**
>
> **It is a personal right of access to the courts or to administrative tribunals, a right at the minimum to present one's claim of injury or threatened injury and to be heard to argue in support of the proposition that the allegations thereof, assuming their truth, are legally cognizable, i.e., state a "cause of action."**
>
> **This right of hearing accorded by the due-process clause is one of the few rights guaranteed by our Constitution which are substantially absolute. The right is subject to no limitation except such requirements as the payment of a filing fee upon presentation of the claim, or of a jury fee in a case involving a jury trial, and such restrictions as are related to the reasonable convenience of the tribunal as to time, place and length of hearing.**
>
> **This right of hearing stems in Magna Charta [and] also in recognition of the fact that soundness of decision is promoted by hearings, that tribunals are fallible and need, in order to administer justice according to law, the aid of argument on questions of law and on the meaning of the evidence if the trial of fact issues is reached . . .**
>
> **. . . The contention of the Commission in the instant case and the view of the minority in this court make this right conditional . . .**

To FCC's contention that WJR did not actually ask for a hearing on the sufficiency of its allegations and therefore was not entitled to one, the Court said:

> **In view of the broad powers of the Commission for orderly procedure, including its power to deal with WJR's petition for reconsideration first as if on demurrer, it ought not to decline to do so upon the ground that the prayer of the petition was phrased too broadly; it ought not on such ground deny WJR a hearing on the very question which it, the Commission, actually ruled on and decided in the negative ex parte . . .**
>
> **It would be technical indeed for the Commission to refuse a hearing on that question merely upon the ground that the prayer of the petition improperly requested a broader hearing. It is not contemplated by the Communications Act—especially in view of the liberal procedure permitted thereunder—that the Commission shall deal so strictly with litigants before it. Not even a court would be justified in taking so technical a position as this.**

The Tarboro case was argued before the Court March 13, 1947, and reargued the following June 11. The Clanton case was argued June 12, 1947.

In both cases WJR was represented by Kelley E. Griffith, Louis G. Caldwell, Reed T. Rollo, and Percy H. Russell Jr., Washington counsel, and FCC was represented by Max Goldman, now acting assistant general counsel; General Counsel Benedict P. Cottone, Assistant General Counsel Harry M. Plotkin, and Paul Dobin and Joseph M. Kittner, attorneys.

TAYLOR-REED BUYING TIME ON 5 ABC KEYS

TAYLOR-REED Corp., Glenbrook, Conn. (QT Pie Crust Mix, Cake Frosting Mix, Cocoa Marsh), will sponsor programs on all five of the ABC owned and operated stations as part of an extensive new radio campaign, it was announced by Murray Grabhorn, ABC vice president in charge of owned and operated stations.

Taylor-Reed has signed with ABC Spot Sales for time on WJZ New York, WENR Chicago, WXYZ Detroit, KECA Los Angeles and KGO San Francisco. Agency for Cocoa Marsh is St. Georges & Keyes, while Tracy, Kent & Co. handles the pie crust and cake mix accounts. Bulk of the new business was placed on WJZ.

Sponsored shows on WJZ will include the Tuesday and Thursday broadcasts of Nelson Olmsted's *Your Story for Today; Mr. President* on Sundays; five weekly participations in *Luncheon at the Latin Quarter;* three a week on Nancy Craig's program, one on *Kiernan's Korner*, the Friday and Saturday *Breakfast With the Fitzgeralds* and Patt Barnes' Saturday program.

On a cooperative basis, QT mixes will sponsor the WENR Chicago and WXYZ Detroit broadcasts of *Mr. President*, the Monday, Wednesday and Friday broadcasts of ABC's newest co-op program, *Breakfast in Hollywood* over both KGO San Francisco and KECA Los Angeles, and two participations a week in WXYZ's *Singin' Sam.*

WVPO Stroudsburg, Pa. Given CP Cancellation

CANCELLATION of the construction permit of WVPO Stroudsburg, Pa., 1 kw day on 1350 kc, was granted by FCC last week, upon request of the permittee, Pocono Record Inc.

Deletion was in conformity with the Commission's earlier approval for purchase by the WVPO owners of WHAB and WHAB-FM Stroudsburg [BROADCASTING, Sept. 13]. WVPO had not commenced operation while WHAB has been operating on 840 kc with 250 w daytime.

The transaction further involves switching of the WVPO call to the WHAB operation, which was made effective Sept. 29, FCC reported. WHAB was sold for $75,000 by Harold B. and Anne L. Newman to Pocono Broadcasting Co. Inc., new firm composed of James H. and Ruth B. Ottaway. 95% owners of Pocono Record Inc., which publishes local *Daily Record*, both parties agreed to transaction.

JOS. WEED & CO.,
350 Madison Ave., New York.
Know About the
5000 WATT TRANSMITTER
Now in Use at
CHNS
HALIFAX NOVA SCOTIA
The Maritimes
BUSIEST
Commercial Station

Throughout the entire nation, the radio and the movies are the great mass entertainment media.

This holds true in Cleveland, too. And WJW, Cleveland's Chief Station, takes full advantage of this by carrying Walt Kay's HOLLYWOOD SOUNDTRACK, a half hour of intimate Hollywood news and gossip, music taken directly from the soundtracks, and transcribed personalized interviews with Filmdom's greats.

Walt Kay has his own large and loyal audience, and when you add to it the tremendous number of Greater Cleveland movie fans, you have an audience big enough to make any alert advertiser take notice!

Complete with give-aways, prizes, and a mail pull gimmick, HOLLYWOOD SOUNDTRACK is an excellent vehicle for your advertising message in the great Cleveland market!

BILL O'NEIL, *President*

WJW

BASIC ABC Network — CLEVELAND — 850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

EDITORIALIZE

That's NAB's Suggestion For All Stations

WITH news described as radio's "No. 1 public service obligation," stations are urged by the NAB Radio News Committee to state their views on public questions.

The right of broadcasters to editorialize, Mayflower decision or no Mayflower decision, is emphasized in a series of Radio News Recommendations released last week by the committee after several months of study.

"Radio stations are as much entitled to the privilege of expressing their views on matters of public interest (editorializing) as any other medium of communication," the committee argues. "The committee supports the stand of NAB that the Mayflower case is a violation of the Communications Act and the First Amendment of the Constitution.

"As soon as FCC makes known its decision in the review of the Mayflower case the Radio News Committee will issue a statement on editorializing for inclusion in these Recommendations."

The committee's document completes a careful analysis of news problems, with emphasis on sponsored newscasts and operation under the NAB Standards of Practice. The sponsorship problem is a serious one, judging by the committee's careful analysis of its facets, and warning flags are raised on several industry practices.

Committee members are E. R. Vadeboncoeur, WSYR Syracuse, chairman; Wilton E. Cobb, WMAZ Macon, Ga.; James L. Howe, WCTC New Brunswick, N. J.; Arthur Stringer, NAB, secretary.

Theme of the Recommendations is stated as follows: "A well operated radio news department imparts individuality to stations, provides the personal approach to compete with other mass communications media and gives prestige and power to enable it to become the center of its community life."

Type of sponsorship is a serious problem, according to the committee, which suggests stations follow the formula in the news section of the NAB code. This calls for discrimination in acceptance and placement of advertising in news programs.

Commercial copy in news programs should be prepared "in a simple, clear, concise and straightforward manner to match good news writing." it stated. "The commercial message should be live copy; the use of the transcribed musical jingle and other novelty types should be discouraged with the idea of ultimate elimination." Reference is made to the code on length of commercials.

The sponsor's message and identification "should in no way be made an integral part of the news," the Recommendations suggest. "Sponsor message should not employ tie-ins with news copy nor other artificial devices to attract listeners' attention. The use of a separate announcer is helpful when commercials are given. This is not considered mandatory as long as a clear-cut identification of the commercial segment of the broadcast is given."

Stressing the importance of radio news, the committee says: "More people tune for news than for any other purpose. News broadcasts have come to be a 'must' in 37,623,000 radio homes with their 120,000,000 listeners."

Expansion of local news is urged, with employment of competent personnel to cover beats and improve operations.

The radio news director must be the sole judge of content, the committee insists. "Responsibility for the news department rests with management; the news director should report directly to management." Observance of the highest ethics of radio journalism by the news director is insisted on by the committee.

Misleading description of staff announcers and others as "commentators" or "news analysts," unless they are qualified for this function, should be eliminated, the committee says. "Long continued, such practice would tend to break down the public's confidence in the integrity of news broadcasts."

The committee proposes that prepared commentaries, analyses or other news features furnished by news wires or other sources be unmistakably identified as to source so there can be no doubt whether the material is actually written by the speaker or prepared by an identified source and voiced by him.

Clear identification of news source is advocated even at the expense of a few extra words.

SBC Registration

ADVANCE registration of 800 for the School Broadcast Conference in Chicago's Hotel Sherman this week is reported by George Jennings, conference director and head of the Chicago Board of Education Radio Council. Panel sessions, running Wednesday through Friday, will include such speakers as I. Keith Tyler of Ohio State U. Institute for Education by Radio; James L. Stirton, president of the Chicago Television Council, and other industry figures.

NAB District 13 Registration

(See story page 23)

Kermit Ashby, KPET Lamesa; Roy Bacus, WBAP Fort Worth; R. M. Baird, KTXL San Angelo; Howard Barrett, KRBC Abilene; Lawrence Birdsong Jr., KLTI Longview; Burton Bishop, KTEM Temple; Ken Bishop, KXIT Dalhart; Rex Bodoin, KWTX Waco; Buddy Bostick, KWTX; Mac Brinegar, KWTX; Kenyon Brown, KWFT Wichita Falls; R. E. Bruce, KRUN Ballinger; Martin B. Campbell, WFAA Dallas; Darrold Cannen, KFDX Wichita Falls; Herman Cecil, KCMC Texarkana; R. W. Chapman, KSTB Breckenridge; Gene L. Cagle, KFJZ Fort Worth; Henry B. Clay, KWKH Shreveport, La.; Chas. E. Clough, KFDX Wichita Falls; Forrest Clough, KFJZ Fort Worth; M. H. Coleman, KNOW Austin; Sam Collins, KVWC Vernon; Doyle Collup, KSTV Stephenville, Tex.; Louis Cook, KNOW Austin; James R. Curtis, KFRO Longview; M. E. Danbom, KTBB Tyler; Tom Dillaheurty, KCMC Texarkana; Wallace R. Donn, KGLC Miami, Okla.; Raymond Dorsey, KTXJ Jasper; Earl C. Dunn, KEYS Corpus Christi; John W. Edwards, KWFT Wichita Falls; A. C. Etter, KWKC Abilene; Les Eugene, KTFS Texarkana.

Jerry Fisher, KCMC Texarkana; Earl Fletcher, KGVL Greenville; Pat Flynn, KVAI Amarillo; Leta Ford, KWFT Wichita Falls; Marshall Fornby, KPAN Canyon; W. C. Fould, KSFA Nacogdoches; Paul Girard, KWFT Wichita Falls; Hugh A. Halff, WOAI San Antonio; W. J. Harpole, KVOP Plainview; Wayne Hannell, KCRS Midland; Jack Harris, KPRC Houston; Lofton Hendrick, KRRV Sherman; Ray Herndon, KTRH Houston; Harold Hough, WBAP Fort Worth; Aubrey Jackson, KGNC Amarillo; Leonard L. Johnson, KWKC Abilene; Geo. W. Johnson, KTSA San Antonio; Mott M. Johnson, KWFT Wichita Falls; Ernest Jones, KAND Corsicana; Charlie Jordan, Texas State Network, Dallas; Jack Keasler WOAI San Antonio; Boyd Kelley, KPLT Paris; Vann M. Kennedy, KSIX Corpus Christi; Willard L. Kline, KEPO El Paso; Ed Lally, WBAP Fort Worth; Dewitt Landis, KFYO Lubbock; Val Lawrence, KROG; Bill Laurie, KEBE Jacksonville; H. B. Lockhart, KEYS Corpus Christi; Gordon J. Lloyd, KPAD; Frank J. Lynch, KBYE Oklahoma City. J. M. McDonald, KCRS Midland; Mrs. J. M. McDonald, KCRS; Jack McGrew, KPRC Houston; H. R. McGuire, KPBX Beaumont; J. B. McShan, KVOW Littlefield; Chas. R. Manning, KSIX Corpus Christi; Geo. W. Marti, KCLE Cleburne; W. D. Mauldin, KPAC Port Arthur; Wendell Mayes, KBWD Brownwood; D. X. Maxted, KPBX Beaumont; Bill Michaels, KABC San Antonio; Robert Montgomery, KROD El Paso; Dave Morris, KNUZ Houston; Frank O. Myers, KCMC Texarkana; Chas. Nethery, KRIS Corpus Christi; Ben Nedow, KECK Odessa; Fred Nahas, KXYZ Houston; Ralph W. Nimmons, WFAA Dallas; Hal Noble, KRLD Fort Worth; Byron W. Ogle, KRGV Weslaco; Frank E. Otey, KWFT Wichita Falls; Ken Palmer KPDN Pampa; Wayne Phelps, KHUZ Borger; A. L. Pierce, KWFT Wichita Falls; Jack L. Pi... KONO San Antonio; Rex Preis, KT... San Antonio; Lonnie J. Preston, KV... Amarillo.

Reese Reinecher, KXYZ Houston; Clyde W. Rembert, KRLD Dallas; Raymond Reyes, KORC Mineral Wells; R. (Bob) Rives, KCRS Midland; Howa... Robertson; KFDA Amarillo; Ingham ... Roberts, KRIO McAllen; G. Robertson KWKH Shreveport, La.; King H. Robinson, KATL Houston; Eugene J. Rot... KONO San Antonio; Dana Russe... KFDM Beaumont; David M. Sega... KTFS Texarkana; Lewis O. Sieber... KGKL San Angelo; Mike Shapi... KECK Odessa; Clyde H. Smith, KS... Lubbock; Geo. W. Smith Jr., KMA... McKinney; Robert L. Snyder, KCB... Lubbock; J. H. Speck, KCNC Fo... Worth; Myrl Stein, KMHT Marshal... Wm. Stubblefield, KCLW Hamilton; M. L. Trammwell, KSTB Breckenridge; Jas. G. Ulmer, KGKB Tyler; Forre... Wallace, KWBC Fort Worth; C. ... Whitesides Jr., KTEM Temple; Jac... Wallace, KBST Big Spring; Joe Evan... Free & Peters, Dallas; Geo. T. Hardin, Branham Co., Dallas; R. W. Wheeler Jr., Frederick Broadcasting Co., Frederick, Okla.; Justin Miller, NAB, Washington; Chas. Batson, NAB; Harol... Fair, NAB; Hugh M. P. Higgins, NAB; Maurice B. Mitchell, NAB; R. P. Doherty, NAB; Don Petty, NAB; Kolin Hager, SESAC, New York; Carl Haverlin, BMI, New York; Ralph C. West... worth, BMI; Wade Barnes, NBC Recording, New York; Walter B. Dav... son, Capitol Transcriptions; John Devine, Standard Radio; J. H. Dougla... General Electric, Dallas; Bruce Eells, Bruce Eells & Assoc.; Gus Hagenah, Standard Radio; Cy Langlois, Langworth Transcriptions; Paul Minchin, Capitol Transcriptions; Pierre Wei... Langworth Transcriptions; Otto Brand, ABC; Bob Carpenter, MBS, New York; Jim Connolly, ABC; O. Victor ... Andrew, Andrew Corp.; L. E. Pet... DuMont Television; A. L. Chapman, Bureau of Research in Education; War... Dorrell, C. E. Hooper Inc.; Maury Lon... BROADCASTING, Washington; Julia... Stag, BROADCASTING, Dallas; ... Stein, Associated Press; *James Lawso... Jr., KLIF Dallas; Geo. A. Kerchen, Ker... chen & Co., St. Louis; Phil Alexander, ASCAP; Shirley Sporcic, Dixie Net... work, Dallas; C. K. Beaver, KTB... Shreveport, La.; Walter M. Harrison, KTOW Oklahoma City; O. L. Ted Tay... lor, KGNC Amarillo; James H. Foste... Liberty Broadcasting Co., Dallas; Gre... Reeser, ASCAP, Dallas; Geo. Cranston, WBAP Fort Worth; Seymour C. An... drews, WBAP; Hugh Feltis, BMB New York; Phil Jackson, Blackburn Hamilton Co., Dallas; Jack Gale, United Press, Dallas; R. Lee Glasgow, WACO Wac... **Jim Crocker, KRLD Dallas; C. ... Trigg, KOSA Odessa; Earl Lipscomb, Earl Lipscomb Assoc., Dallas; Frank ... Ford, KENT Shreveport, La.; Mr. Wil... inson, Wilkinson Bros., Dallas; Charl... McDowell, ASCAP, New York.

* Late Registrants
**Chief Registrar

know
MEMO # 4
MONTANA
1. One out of every five Montanans has a telephone! Over 27,500 installations have been made since the war.
2. Treasure State School enrollment has jumped 25% since 1945. School officials predict a 50% increase by 1951.
3. Montana's '48 wheat crop will top any previous harvest by 16%! A whopping 94½ million bushels!
YOUR BEST SALES IMPLEMENT IN MONTANA
The ART MOSBY STATIONS
CBS KGVO KANA · KGFM
5 KW DAY • 1 KW NITE
ANACONDA BUTTE 250 W
GREAT FALLS 5 KW IN PROGRESS
MISSOULA
MONTANA

Stratovision Plan For Series Bright

Linking East Coast and Midwest TV Networks Held Likely

HIGH hope was held late last week by Westinghouse Electric Corp. that it would have a chance to link East Coast and Midwest television networks by Stratovision for the sixth and seventh games of the World Series.

Technical and man-made obstacles had appeared almost insurmountable at the weekend.

First, there naturally was no way of knowing Friday whether there would be a sixth or seventh game.

Second, a stratocast from a plane high above Pittsburgh would interfere with WFIL Philadelphia, WTVR Richmond, Va., and WNHC-TV New Haven, on Stratovision Channel 6.

Third, the Stratovision experimental license forbids interference with commercial licensees, and FCC had not answered the Westinghouse request for a ruling on this matter [BROADCASTING, Oct. 4].

The plan to carry the series envisioned a pickup of the sixth and seventh games in Boston from an Eastern station. This telecast would be broadcast from the Stratovision plane, flying over Pittsburgh, and picked up by a station on the Midwestern TV network. The AT&T coaxial network hasn't yet spanned the East-Midwest gap.

The Stratovision plane and crew were given a workout Thursday night, feeding an hour-and-a-half of WCBS programming to the Hartford National Television Show. The broadcast started at 9:30 p.m., with the plane flying 25,000 feet over Providence, 150 miles from New York, and 100 miles beyond the normal reach of New York stations. The event highlighted the Hartford TV show, sponsored by the Connecticut State Militia and *Hartford Times*.

WNHC-TV New Haven relinquished Channel 6 time for the stratocast. The Stratovision B-29 plane was on exhibit at Hartford Thursday.

Westinghouse issued the following statement about its World Series plan:

If the sixth and seventh games of the World Series are played and arrangements can be made to avoid excessive interference with ground stations carrying the telecasts, Stratovision will be used to televise these games, it was reported today by officials of Westinghouse and Glenn L. Martin Co., co-developers of Stratovision.

It is expected that the East Coast and Midwest TV networks will be linked up via Stratovision, thus providing the world's largest audience for any TV broadcast. But this, too, is contingent on locating a plane position within reach of the two networks where excessive interference with ground stations will be avoided.

The Stratovision plane has been successfully broadcasting on Channel 6 but a condition of the license is that experimental broadcasts will not interfere with commercial operations. In a number of test flights and demonstrations, Stratovision broadcasts have been made over an area of more than 500 miles diameter.

Earlier attempts to avoid interference with ground stations so that the first games of the World Series could be televised by Stratovision were unsuccessful. Conferences have been held with the FCC to attempt to satisfy the interference stations (those to be interfered with) so that later games may be broadcast.

HUB HUBBUB

Complications Mark Playoff Coverage

DESPITE the storms over Boston at the Indians-Red Sox play-off last Monday, coverage of the World Series games by MBS and a television pool got off as scheduled on Wednesday, Oct. 6. The series sponsor is Gillette Safety Razor Co., through Maxon Inc.

★

The play-off controversy resulted from the sudden ruling, one hour before game time, that Monday's play was part of the regular American League season. Thus, stations in the seven league cities which carried the games all season, and the sponsors of those broadcasts, were entitled to first refusals.

Gillette, which, with Mutual, had secured the rights to the Cleveland-Boston American League play-off, decided to abandon sponsorship rather than attempt to work out cooperative arrangements with seasonal sponsors of league games in the short time available. Mutual consequently carried the broadcast sustaining, and fed it to non-affiliated stations in American League Cities. WINS New York, a non-affiliate, which is known to have been fed the game from Mutual lines and WOR, the Mutual outlet in New York, carried the game under Ballantine Beer & Ale sponsorship, by special agreement. WWJ Cleveland, non-affiliated with MBS, is also known to have been fed the game from Mutual lines.

In Washington, WWDC relinquished its rights to WOL, local MBS outlet.

MBS headquarters in New York was unable to identify the call letters of stations in Detroit, Chicago, Boston, St. Louis, Philadelphia or other cities which used their lines.

The video mix-up was just as scrambled. DuMont, which had lined up rights and a sponsor (Atlantic Refining Co.) proceeded to telecast the game on WABD New York. By the end of the fourth inning of the WABD telecast, other stations petitioned DuMont for permission to televise the game. Consequently three New York video stations carried the game — WNBT, WCBS-TV and WABD. Other stations that televised the play-off were WTTG Washington, WNHC-TV New Haven, and WNAC-TV Boston, all DuMont Affiliates.

Television broadcast of the series was available to every station with AT&T facilities. According to the office of Robert Jamieson, station operations manager and coordinator of the pool, all video stations used the lines. The Midwest network, including Chicago, Cleveland, Detroit, Milwaukee, St. Louis, Toledo and Buffalo, covered games originating from Cleveland. Eastern seaboard stations in Boston, Baltimore, New York, Newark, Washington, Richmond, Schenectady and New Haven carried the telecast. The latter two, with no AT&T lines, used microwave. No cable link connects the Eastern and Midwestern networks.

Four Chicago television stations aired the series games played in Cleveland last weekend, despite the fact WNBQ, the NBC Midwest outlet, has not had its inaugural. By special permission of the FCC, WNBQ carried the games, as well as pre-game preliminaries, direct from the Midwest coaxial cable.

Pooled telecasting made the Cleveland portion of the series available to WBKB, the Balaban and Katz station; WGN-TV, *Chicago Tribune* outlet, and WENR-TV, hub of ABC's Midwest network. WGN-TV made the games available to scores of Chicagoans, without TV sets, by placing six receivers, with 18 by 24 inch screens, in an outside court adjoining Tribune Tower. The audio portion of the program was piped into large public address speakers.

WBKB showed the series to hundreds more gathered before receivers at 10 separate fieldhouses of the Chicago Bureau of Recreation, and in its "viewing theatre" in the State-Lake Bldg.

Following the Boston-Cleveland game Saturday, WGN-TV switched to the Northwestern-Minnesota football game at Evanston, Ill., and WBKB picked up the Notre Dame-Michigan State game at South Bend, Ind.

A MODEL baseball diamond, equipped with indicators following the course of each play, a scoreboard and roster of players, was used by WEWS (TV) Cleveland to supplement audio description of the Cleveland Indians-Boston Red Sox play-off game last Monday. News and Special Events Director F. E. Weidma, behind board, supplies some statistics for televiewers.

McGUINEAS TO HEAD CHICAGO RADIO CLUB

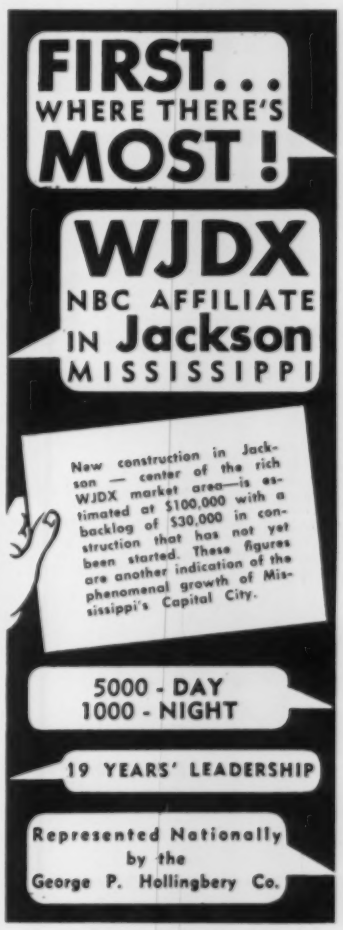
WILLIAM A. McGUINEAS, commercial manager of WGN, *Chicago Tribune* station, was elected president of the Chicago Radio Management Club by unanimous vote Wednesday. Other new officers, also unopposed, were Hal Rorke, radio director, J. Walter Thompson Co., vice president, and Mary Poloson, Mitchell-Faust Adv. Agency timebuyer, treasurer. Holly Shively, Ruthrauff & Ryan radio timebuyer, was re-elected secretary.

Mr. McGuineas

Two-year trustees include Kay Kennelly, Olian Adv. Co., timebuyer, and Holman Fause, radio director, Mitchell-Faust. Those elected to one-year terms are Mark M. Smith, retiring president, who is radio director of Presba-Fellers & Presba, and Ken Shepard, retiring treasurer, who is owner of Shepard Adv. The nominating committee was headed by Arthur F. Harre, general manager, WJJD Chicago.

Mr. McGuineas, a member of the Marine Corps in World War I and a WGN salesman since 1933, voiced his intention to make the club "an important influence in the radio industry on a national, as well as local, basis."

PLAYHOUSE Theatre, 137 West 48 St., New York, has been leased for one year by ABC for a radio studio. Network also leases Ritz Theatre and owns Vanderbilt Theatre in New York.


FIRST...
WHERE THERE'S
MOST!
WJDX
NBC AFFILIATE
IN Jackson
MISSISSIPPI
New construction in Jackson — center of the rich WJDX market area—is estimated at $100,000 with a backlog of $30,000 in construction that has not yet been started. These figures are another indication of the phenomenal growth of Mississippi's Capital City.
5000 - DAY
1000 - NIGHT
19 YEARS' LEADERSHIP
Represented Nationally by the George P. Hollingbery Co.

Sports TV Programs Lead in September

Pulse Finds Video Sets-in-Use Double Radio in N.Y., Philly

SPORTS telecasts dominated video screens in September, according to The Pulse Inc., whose reports on televiewing in New York and Philadelphia show seven sports events among the top ten TV shows in New York, Six among the top ten in the Quaker City. The New York list, however, is topped by two variety programs: *Toast of the Town* and *Texaco Star Theatre*, which also headed The Pulse August list in that order.

In Philadelphia, a ball game, a boxing match and a wrestling bout were the one-two-three favorites with televiewers, *Texaco Star Theatre* ranking fourth and *Toast of the Town* seventh.

In both cities the average of TV sets-in-use was about double the radio sets-in-use in homes with television receivers, Pulse found.

New York top ten video programs in September were:

Toast of the Town, WCBS-TV, Sun.	40.7
Texaco Star Theatre, WNBT, Tues.	38.7
Brooklyn vs Giants, WNBT, Sun.	33.3
Boxing, WCBS-TV, Mon.	31.3
Boxing, WABD, Tues.	30.0
Brooklyn vs. Giants, WNBT, Sat.	30.0
Brooklyn vs. Giants, WPIX, Thurs.	28.0
Boxing, WNBT, Fri.	27.3
Small Fry Club, WABD, Mon., Fri.	27.0
Brooklyn vs. Chicago, WCBS-TV, Mon.	26.7

Philadelphia top ten were:

Phillies vs. Boston, WPTZ, Sun.	42.0
Boxing, WPTZ, Fri.	41.0
Wrestling, WFIL-TV, Wed.	36.0
Texaco Star Theatre, WPTZ, Tues.	34.0
Boxing, WCAU-TV, Mon.	31.0
Phila. Eagles vs. Cards, WFIL-TV, Sat.	31.0
Toast of the Town, WCAU-TV, Sun.	30.0
Beauty on Parade, WFIL-TV, Thurs.	30.0
Kraft TV Theatre, WPTZ, Wed.	29.0
Phillies vs. Boston, WPTZ, Sat. night	27.0

NBC MICROWAVE LINK SET FOR YALE GAME

FOR WHAT was to be the first network television pickup from the Yale Bowl, New Haven, NBC engineers set up their own microwave relay stations, between that city and New York, to telecast the Yale-Columbia game on Oct. 9. The play-by-play was to be sponsored by the American Tobacco Co. Agency is N. W. Ayer.

Because line connections could not be made between the cities, one relay station was set up a mile and a half from New Haven on a specially constructed 100-foot tower, and another atop a water tank in Greenlawn, L. I. The signal was to be relayed through these stations to the NBC transmitter on the Empire State Bldg. From there pictures were to be sent to the RCA Bldg. for feeding, over network lines, to other cities and for re-transmission back to the Empire State Bldg. for WNBT broadcast.

WANTED

Licensed and unlicensed non-union technicians. Steady work. $80 weekly. Advancement. Box 999, BROADCASTING.

FCC SEPTEMBER REPORT

FCC MONTHLY report for September shows that as of September 30 the status of broadcast station authorizations and applications were as follows:

	AM	FM	TV
Total authorized	2,094	1,004	124
Total on the air	1,854	636*	36
Licensed (All on the air)	1,784	193	7
Construction permits	310	728	117
Conditional grants	---	83	---
Total applications pending	1,495	462	347
Requests for new stations	521	169	304
Requests to change existing facilities	297	11	19
Deletion of licensed stations in September	---	1	---
Deletion of construction permits	3	5	---
Deletion of conditional grants	---	3	---

* Includes 22 conditional grants and 421 construction permits.

Following television stations commenced operations during the month: Sept. 17—WENR-TV Chicago, KLAC-TV Los Angeles; Sept. 27—WBAP-TV Dallas, Tex.

ALLEN AND CARAY WIN SPORTS PAPER AWARDS

MEL ALLEN, New York, and Harry Caray, St. Louis, have won the 1948 awards of *The Sporting News* as the nation's top play-by-play baseball broadcasters this season, Mr. Allen for the American League, Mr. Caray for the National.

Harry Heilmann, Detroit, was chosen as runner-up in the American League, and Frankie Frisch, New York, in the National.

Mr. Allen, who has been doing sports broadcasting for ten years, has handled the play-by-play of the New York Yankees games at home and away over WINS New York for the last three years. This is the third consecutive year he has won *The Sporting News* first place award for play-by-play broadcasting in the American League. His broadcasts are sponsored by General Cigar Co. and Ballantine Ale.

Mr. Caray broadcasts the games of the St. Louis Cardinals over what is described as "baseball's largest network," a hookup of 54 stations in Missouri and adjoining states. Sponsored by Griesedieck Brothers Brewery Co., his broadcasts originate from WEW St. Louis for day games and from WTMV East St. Louis, Ill., for night games.

Mr. Heilmann, former Detroit Tigers star, began his sports broadcasting over WXYZ Detroit in 1934. He has been the regular Tiger broadcaster since that time, blanketing Michigan with a network of 28 stations. Mr. Frisch, former Cards and Pirates manager, has broadcast all New York Giants games this season over WMCA New York, with Chesterfield as sponsor.

NORINE FREEMAN, public relations director of W. B. Doner Agency, Chicago, is a judge in FM Assn. national contest for best newspaper stories about frequency modulation published between Jan. 1 and Sept. 1, 1948.

University, WCAU Offer TV Course for Students

WCAU Philadelphia and the U. of Pennsylvania cooperatively are offering a television course at the university for 30 picked students. Leon Levy, WCAU president and general manager, told the students in a welcoming speech that "TV, I predict, will cause another sociological and economic change [in the world today]."

Initial lecture was given by Bruce Robertson, senior associate editor of BROADCASTING, who outlined the history of TV. Ruth Weir Miller, WCAU educational director, is supervising and coordinating the course. Classes are held in WCAU studios.

* * *

Mrs. Miller prepares the class for first session.

Paper Demand Pearson Retractio

DEMAND for retraction of re marks by Drew Pearson on h Sept. 26 ABC broadcast was ma to the network last week by Lou G. Caldwell, attorney for seve owners of the *Washington Time Herald* [BROADCASTING, Oct. 4].

Mr. Caldwell insisted that Mr Pearson give equal prominence an emphasis "including tone and in flection of voice" to a retraction o the Oct. 10 ABC program. Th form and wording must be satis factory to the newspaper owner beneficiaries under the will o Eleanor Patterson, late owner o the newspaper, Mr. Caldwell spec fied. He added that it must b heard on all stations that carrie the original broadcast.

Second demand for script an censorship details had been mad by Mr. Caldwell in letters date Oct. 4. These letters went to WMA Washington, ABC Washington sta tion originating the Pearson broad casts; Frank H. Lee Co., the spon sor, and William H. Weintraub & Co., the agency, and to Mr. Pear son. Copies went to FCC member

Mr. Pearson submitted a cop of the script to Mr. Caldwell i a letter dated Oct. 5, referring t the story in the Oct. 4 BROADCAST ING. He said anyone whose nam is mentioned in his broadcasts i entitled to a copy of remarks re ferring to him, on request, and in dicated the procedure is automatic He added it would be impossible t fill all requests for copies o scripts from persons whose name are not mentioned "and both m office and ABC follow such policy."

Mr. Caldwell had demanded i his letters to network, sponsor an agency that they explain, in de tail, the policy on supplying Pear son scripts. He further asked fo facts on advance check of Pearso scripts, with details on any pre broadcast changes made in th Sept. 26 script.

In an Oct. 7 letter to Mar Woods, ABC president, explainin that the Pearson script has bee received after the Oct. 4 letter had been sent, Mr. Caldwell sai FCC Chairman Wayne Coy ha been assured by the ABC head an by Mr. Pearson that the script was being supplied.

TV Job Bureau

RECOGNIZING the growing need for specialized television personnel, Jobs Unlimited, New York, an employment bureau servicing the advertising and radio fields, has instituted a television division. The new department will be a national clearing house for creative, technical, and administrative personnel, to staff television enterprises in general, according to J. Peter Fields, director of Jobs Unlimited. Job histories of almost every person in the video field will be on file at the bureau. No charge will be made to employers for this service.

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Ekotape

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See! Hear! Webster Electric's new *high quality* tape recorder-reproducer . . . the "Ekotape"

Webster Electric Company, Racine, Wisconsin announces a new high quality tape recorder. It is larger and has higher power output than most commercial or home recorders. It offers features that assure exceptional tone quality, better recordings, simpler operation, greater versatility. This recorder was designed only after an extensive survey of recorder users revealed what these users wanted and needed. The "Ekotape" meets their needs, and more! It's worth immediate investigation. It's a sound investment with features and advantages that more than justify any extra cost. Mail the coupon today for complete information.

WEBSTER ELECTRIC
RACINE WISCONSIN

Established 1909

Export Dept. 13 E. 40th Street, New York (16), N. Y. Cable Address "ARLAB" N. Y. City

"Where Quality is a Responsibility and Fair Dealing an Obligation"

Mail this coupon today for full information

Webster Electric Company, Racine, Wisconsin 8C1

Please send me literature fully describing the new "Ekotape" recorder-reproducer.

Name.....

Organization.....

Address.....

City.....Zone....State.....

If a dealer, please check here ☐

GOV. LUTHER YOUNGDAHL of Minnesota (center) is shown with Ray Thompson (l), news editor of KROC Rochester, and Walter Bruzek, KROC promotion department, at headquarters of the station for State of Minnesota Plowing Contest. Station sponsored the contest in cooperation with U. S. Soil Conservation Dept. Approximately 30,000 people attended. Winners were sent to the WHO (Des Moines) National Plowing Match.

TV ELECTION RESULTS PLANNED IN MIDWEST

NBC-TV will go to the Midwest on Nov. 2 when its election night television coverage will be presented over a seven-station network from Buffalo to St. Louis.

Sponsored by the RCA Victor Div. of RCA, NBC will duplicate its arrangement for balloting coverage in the East by setting up telecasting headquarters in the studios of WNBK Cleveland. The election studio will be equipped with charts to depict the progress of the election and Commentators Alex Dreier of Chicago, Robert McCormick of Washington and Ed Wallace of Cleveland will bulletin the proceedings.

Pickups from St. Louis, Detroit, Milwaukee and other cities in the Midwest network will be arranged as cut-ins for the telecast. Part of NBC's Washington news staff will be moved to Cleveland to help supervise the operations.

Plans were announced by John K. West, vice president in charge of public relations for RCA Victor, and William F. Brooks, NBC vice president in charge of news and international relations.

CLARENCE WORDEN, WCBS New York director of special features and public service, has been appointed by U. S. Army to membership on the Manhattan Military Manpower Committee. Mr. Worden will advise Army and Air Force in uses of radio for recruiting campaigns.

Programs

TOUR of places of interest in and around St. Louis was inaugurated by KXOK St. Louis in conjunction with "Town and Country," early morning farm program on that station. First in series was held Oct. 9, when three bus loads of program listeners left St. Louis at 8 a.m. on tour to Hunter-Allen Cotton Farm. Group was served dinner by Miner Home Economics Club at the Miner School near Sikeston, Mo., site of farm, and returned to St. Louis at 8 p.m. Originator of tour idea is Charley Stookey, KXOK farm director.

Signs O' Times

"ZODIAC PREDICTS" is new weekly quarter-hour show being aired over WGTM Wilson, N. C. Program consists of predictions and prognostications based on astrological signs—what the stars hold for football. Show is sponsored by B. C. Remedy Co.

AFM Concert

ANNUAL "Pops" Concert of International Footprint Assn., Chapt. 3 of Salt Lake City, in collaboration with American Federation of Musicians, will be broadcast Oct. 15 on KDYL Salt Lake City. Concert is annual AFM contribution to local civic and cultural life.

'Pet Review'

LIFE is being made easier for Long Beach, Calif., pets with new Southern California Humane Society "Pet Review" show heard five days a week on KFOX Long Beach. Originating from the Society's Animal Shelter, program offers lost and found information on pets, tells about their availability for adoption, and gives information, in general, to animal lovers.

Aid to Veterans

TO ASSIST disabled veterans in finding employment, KTSL Hollywood has started new weekly ten-minute telecast "Help the Disabled Veterans" as public service feature. Each week local Veterans' Administration Official G. W. Bryant will interview several disabled veterans in hope that television home-viewers may be able to offer them employment. If successful, program will be made regular feature on station.

Little Rose Bowl

FIRST network broadcast of the "Little Rose Bowl" football contest, deciding national junior college football championship, will be heard Dec. 11 from Rose Bowl, Pasadena, on stations of Columbia Pacific Network. Chet Huntley, director of public affairs for CPN, is in charge of arrangements for broadcast.

Unusual Wedding

ONE of most unusual marriages ever to take place in North Carolina occurred during a program broadcast by WJNC Jacksonville, N. C. Marriage of Mrs. Ruth Blanche Long to T/Sgt. Werner Eubanks was solemnized over air during "Pryoflame Show with Uncle Elmer." Radio wedding was even more unique because Mrs. Eubanks, on Friday before her wedding day, fractured her back, and went to Jacksonville Hospital for treatment. But couple not wanting to disappoint the public decided that Mrs. Eubanks could get married while lying on stretcher in studio. So with bride on stretcher and bridegroom near her side, couple were married.

'It's Your Life'

JOHNSON & JOHNSON, New Brunswick, N. J. (medical supplies), will sponsor "Its Your Life" [CLOSED CIRCUIT, Sept. 20] on five-a-week schedule from 11:15 to 11:30 a.m. (CST), over WMAQ Chicago. Series is produced in cooperation with 300 public and private health agencies in Chicago, and will stress real life problems and experiences with sickness and accidents. Johnson & Johnson took program with idea of network show in mind. WMAQ series will be only a test. Agency is Young & Rubicam, Chicago.

Free Enterprise

FREEDOM of opportunity under free enterprise system is theme of new radio dramatic series sponsored by The Employers Assn. of Detroit. Titled "Mark Adams Reporting," half-hour episodes are offered every Tuesday, 7:30-8 p.m. (EST) and features "Mark Adams," fictional radio commentator, who will present various human interest stories which graphically illustrate benefits of our free enterprise system. Wolfe-Jickling-Dow & Conkey Inc., Detroit advertising agency, is producing series.

Juvenile Giveaway

COMPETITION, audience participation and prizes—formula of many adult radio shows—has been scaled down to juvenile size for WELI New Haven, Conn., children's variety show, "Playtime Club," heard Saturdays 9:30-10:00 a.m. Here youngsters gong mistakes in nursery rhymes, repeat tongue-twisters with a bubble gum handicap, and guess mystery prize from clues in a poem. "Birthday kids" get special mention and extra prizes.

New Name, New Format

"Hunting and Fishing Radio League," well-known KDKA Pittsburgh, Pa., show got a new name and new format on Sat., Oct. 2. Program will now be known as "American Outdoor Sportsman's Show" and become special service to lovers of wildlife. Recorded cry of American eagle will introduce program each week. Show is heard Saturdays, 6:15 p.m.

Community Problems

TRUE life stories of community problems is theme of KOA Denver, Col., new dramatic series, "Stop . . . and Consider." Each week KOA will present true story of some phase of Community Chest activity, or some other community problem, bringing to air voice of community's conscience.

Election Coverage

NEW YORK's only independent television station, WPIX, will join hands with its parent-owner, "New York News," in presenting telecast of Nov. 2 election. From 7:40 p.m. until outcome is known, telecast will cover Republican and Democratic headquarters, interviews on crowded Times Square as well as nation-wide returns.

Boating News

PROGRAM made to order for pleasure boating enthusiasts is being aired by KSFO San Francisco. Featuring weekly calendar of events for pleasure boating fans; reports on activities of Bay Area yacht and pleasure boat clubs; information for fishermen; weather round-up for forthcoming weekend; and interviews with well-known figures in San Francisco Bay Area boating, program is emceed by "Old Salt" Sandy Spillman, and is heard Thursdays, 8:15-8:30 p.m.

Magic Detective

NEW program which started Sun., Oct. 10 on WOR New York will feature Blackstone, the magician, in dramatic mystery series entitled "Blackstone Magic Detective." Program is sponsored by Blackstone Washing Machine Co. At the close of each broadcast Blackstone will explain to listeners some of his own magic tricks.

WCAU-TV Sports Shows

THREE new commercial sports programs have been added to schedule of WCAU-TV Philadelphia. One of the shows, "Sports Club," is a scout report on the Saturday games. It is sponsored by the F-H Co., Lincoln-Mercury dealer, through Joseph Loventhal Agency. Morville Clothes, clothing store, is presenting Saturday sports results through H. M. Dittman Ad Agency. Raymond P. Scott, Main Line Lincoln-Mercury dealer, is sponsoring a football playback of Lower Merion High School games of the previous weekend through J. Cunningham Co. Agency.

Electoral System

SERIES of programs based on American elections is being broadcast jointly by WBMS and WBMS-FM Boston and WRUL, Boston's international shortwave outlet. Programs are being aired each Monday and cover such subjects as "How Americans Are Made Voters," "Affiliation With a Political Party," "The Presidential Election Through the Electoral College," "Election of Senators and Representatives to Congress" and "The Historical Background of Our Major Political Parties." At conclusion of seven-week series, WBMS will schedule a dramatic documentary, "The Story of the World Radio University."

'Studio Schoolhouse'

FOR SIXTH consecutive year, "Studio Schoolhouse Program" of WFIL Philadelphia went back on air Sept. 7. Station has distributed 15,000 copies of 175-page teacher's manual for use in conjunction with the in-school listening series. Programs are heard from 2:15 to 2:30 p.m. Mon. through Fri. Today (Oct. 11), WFIL-TV will introduce series of four weekly studio schoolhouse telecasts. Although these will be televised from 5:15 to 5:30 p.m. Mon. through Thurs., after school hours, they are being readied now for day when they, too, will become in-school listening features.

Radio, Motion Picture Specialties of Law Firm

JOHN F. CLAGETT and Harold L. Schilz have formed a law firm in Washington, under the name of Clagett & Schilz.

The firm plans to specialize in radio, motion picture and anti-trust law. Both men have been active as lawyers in these fields previous to the formation of the partnership. The new firm has offices at 1424 K St., N. W.

BOOKLET entitled "Make Your Movie Talk," describing how to prepare film before sending it to recording studio to have it converted from silent to sound film, can be obtained without charge from C. Lawrence Walsh & Co., 801 Brighton Rd., Pittsburgh. Booklet number is 1422.

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500 CUSTOMERS FROM COAST-TO-COAST

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NBC AFFILIATE

ORLANDO FLORIDA

1000 WATTS—740 K.C.

FULL TIME—CLEAR CHANNEL

Nat. Rep., WEED & CO., New York

Texas Independent Assn. Announces Officer List

PERMANENT officers of the Texas Independent Broadcasters' Assn. were elected at a meeting in Dallas late last month. President is Culp Kruger, KULP El Campo. Other officers are Bill Laurie, KEBE Jacksonville, vice president; H. V. Shepard, KDNT Denton, treasurer, and Ernest Jones, KAND Corsicana, secretary.

Executive committee members, and terms of office, are: Ross Prescott, KHBR Hillsboro, five years; Ben Nedow, KECK Odessa, four years; Dave Morris, KNUZ Houston, two years, and Horace W. Haygood Jr., KOCA Kilgore, one year.

Radio Service Men Told They Should Adopt Code

MORE than 1000 radio service men meeting in New York have been advised by a Better Business Bureau executive that unless their business practices improve, government licensing "will be inevitable."

The service men, assembled for a three-day Town Meeting of radio technicians in New York's Astor Hotel, were urged by George H. Dennison, manager of the Pittsburgh Better Business Bureau, to adopt codes of fair practices and abide by them.

Mr. Dennison appeared at the closing session of the Sept. 27-29 meeting [BROADCASTING, Sept. 27].

WOV to Feature Shows Imported From Italy

GENUINE, honest-to-Hooper imported Italian programs will be featured by WOV New York, following that station's organization of a program unit in Rome, Italy. It was announced last week by Arnold Hartley, WOV program director.

The new development follows a recently completed survey, showing the durable quality of the New York Italian market for years to come. First script serial will be offered to advertisers within a week. Shows will be available on syndicated basis in other markets.

DELEGATES to District 10 meeting of Assn. of Women Broadcasters, held at Kansas City, were entertained by Mrs. James A. Reed, garment manufacturer. L to r: Sandra Lee, WHB, Kansas City, AWB state chairman; Pat Griffith, NAB women's director; Mrs. Reed, president of Donnelly Garment Co.; Ann Hayes, KCMO Kansas City, District 10 chairman.

AFA DISTRICT 10

Radio, TV Covered at Ft. Worth Meet

RADIO and television people and problems took top billing at the Advertising Federation of America's 10th (Southwest) district convention in Fort Worth Sept. 27-28.

Rex Preis, assistant manager of KTSA San Antonio, was elected new governor of the district.

Guy Yeldell, commercial manager of KSD-TV St. Louis, and Harold Hough, director of WBAP and WBAP-TV Fort Worth, spoke on video aspects.

Television combines all the advantages of other advertising media, Mr. Yeldell said. "It has the flexibility of newspaper advertising, the unique display possibilities of magazines and billboards, plus house-to-house demonstration," he pointed out. "Television stations are also able to maintain a closer relationship with their audience than any other medium."

He gave some experiences of operations at KSD-TV.

Each time a television set is installed in a home, the St. Louis station, which has been on the air since February 1947, obtains the name and address of the purchaser. "We send them a weekly program schedule so that the viewer will know what is going on and we will know his likes and dislikes."

He said that "the number of sets is no yardstick of the effectiveness of television, especially during the first few months of operation."

Mr. Hough took the view that advertisers, in the Southwest area particularly, "are not giving the consideration to television that they should." He predicted better and more costly programs.

An AFA award for publicizing the social and economic benefits of advertising was presented to KPRC Houston. Jack McGrew, commercial manager, accepted it on behalf of the station.

George S. McMillan of New York, AFA board chairman and vice-president of Bristol-Myers Co., said lobbying in Washington, when properly conducted, had the effect of keeping legislators informed on public matters.

He said he thought advertising was better understood in governmental circles than ever before.

Clyde Rembert, general manager, KRLD Dallas, also spoke on radio advertising.

Other district officers elected were E. Julian Herndon, vice-president of the *Arkansas Democrat*, Little Rock, first lieutnant governor, and W. H. Tipton of Franke-Wilkinson-Schiwetz-Tips Agency, Houston, and president of the Houston Advertising Club, second lieutenant governor.

Next year's meeting will be at Oklahoma City.

WGVM Greenville, Miss., Plans November Start

CONSTRUCTION is under way at WGVM Greenville, Miss., and the station is scheduled to start operation by mid-November, according to an announcement by David M. Segal, owner of the station. The daytime, 1-kw outlet will be on 1260 kc and affiliated with the Cotton Belt Network.

Mr. Segal also owns KTFS Texarkana, Tex. Welton Jetton has been moved from KTFS to WGVM as chief engineer. No other personnel has been announced.

21ST YEAR

REGIONAL PROMOTION CAMPAIGNS

Howard J. McCollister

10660 Bellagio
Los Angeles • BR 04705

Shows with a Hollywood Heritage ★ Member N·A·B·

ACTIONS OF THE FCC

OCTOBER 1 to OCTOBER 7

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
FRP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis-visual** | **unl.-unlimited hours**
SSA-special service authorization | **CG-conditional grant**

October 1 Decisions . . .

DOCKET CASE ACTIONS

AM—1140 kc

Announced proposed decision looking toward denial of application of Sioux Falls Broadcast Assn. Inc., Sioux Falls, S. D., for CP to change operating facilities of KSOO from 1140 kc 5 kw limited time to unl. with 10 kw DA-N on same frequency.

AM—1230 kc

Announced adoption of decision granting application of Oral J. Wilkinson for new station in Murray, Utah, 1230 kc 250 w unl.; cond.

Petition Denied

Adopted order denying petition of Sky Way Bcstg. Corp., Columbus, Ohio, requesting Commission to change date of oral argument now scheduled for Oct. 15 in proceeding involving its application and that of Northwestern Ohio Bcstg. Corp., Lima, Ohio, to Nov. 1 or to time no earlier than 10 days following Oct. 21, date upon which reply pleadings, according to petitioner, are due in this proceeding, for purpose of providing petitioner with certain purported legal rights urged by it to be consistent with Sec. 1.854 of Commission's rules and precedent.

BY COMMISSION EN BANC

Petition Granted

Watertown Radio Inc. and Rock River Valley Bcstg. Co., Watertown, Wis.—Adopted memorandum opinion and order granting petition of Watertown Radio Inc. for reconsideration of action of Motions Commissioner on Aug. 20, granting petition of Rock River Valley Bcstg. Co. for leave to amend application from 920 kc 500 w D to 1580 kc 250 w D; reversed said action of Motions Commissioner and restored to hearing docket said application of Rock River Valley Bcstg. Co. Inc.

Argument Set

Adopted order scheduling oral argument before Commission en banc on Oct. 26 on exceptions filed in proceeding involving applications of Louisiana Bcstg. Co., New Orleans, et al. Further ordered that petition for severance and grant filed by The Galveston Bcstg. Co. (KGBC), Galveston, Tex., be scheduled for oral argument on Oct. 26 together with exceptions in this proceeding and parties are afforded opportunity to address themselves not only to proposed decision and exceptions filed but to issues raised in petition for severance and grant.

Scheduled oral argument for Oct. 26 commencing at 11 a.m. in re proposed decision involving applications of The Hampden Hampshire Corp. (WHYN), Holyoke, Mass., and Pynchon Bcstg. Corp., Springfield, Mass. Also in re proposed decision involving applications of Keystone Bcstg. Corp., Harrisburg, York Bcstg. Co., York, and Reading Bcstg. Co., Reading, Pa.

October 4 Decisions . . .

DOCKET CASE ACTIONS

AM—910 kc

Announced proposed decision looking toward grant of application of Phoenix Bcstg Inc., Phoenix, Ariz., to change facilities of KPHO from 1230 kc 250 w unl. to 910 kc 5 kw unl. and denial of application of Desert Bcstg. Co. Inc. for new station in Phoenix, 910 kc 5 kw unl. and denial of application of Gene Burke Brophy to change facilities of KRUX from 1340 kc 250 w unl. to 910 kc 5 kw unl. and move main studios of station from Glendale to Phoenix.

AM—1400 kc

Announced proposed decision looking toward grant of application of Bay County Bcstg. Co. for new station at Panama City, Fla., 1400 kc 250 w unl. and denial of application of The St. Andrew Bay Bcstg. Co. for same facilities.

ACTIONS ON MOTIONS

(By Commissioner Walker)

KGBS Harlingen, Tex.—Granted petition for leave to amend application to add up-to-date balance sheet and modify DA pattern.

KGGF Coffeyville, Kan.—Granted petition for leave to amend application to substitute Midwest Bcstg. Co. Inc. as applicant in lieu Hugh J. Powell.

Hub City Bcstg. Co. Jackson, Tenn.—Granted petition for leave to dismiss application.

Meredith Champlain Television Corp. Albany, N. Y.—Granted petition for leave to amend TV application to specify Channel 11 in lieu Channel 9.

KVAK Atchison, Kan.—Granted petition for leave to amend application to add supplemental contract extending expiration date of original contract of sale.

Seaside Bcstg. Co. Atlantic City, and Pioneer Bcstrs. Inc. Pleasantville, N. J.—Granted petition for continuance of further hearing scheduled Oct. 11 at Atlantic City to Nov. 8 at that city.

Jackson Bcstg. Co. Jackson, Tenn.—Granted petition for extension of time to Oct. 24 to file reply to exceptions and to file statement of intervention to appear in oral argument in proceeding involving its application and that of George Arthur Smith.

October 4 Applications . . .

ACCEPTED FOR FILLNG

AM—1450 kc

KBYR Anchorage, Alaska—CP change frequency from 1240 kc to 1450 kc.

AM—1400 kc

WBMD Baltimore—CP change frequency from 750 kc to 1400 kc, decrease power from 1 kw to 250 w, change hours operation from D to unl. Contingent on WCBM vacating 1400 kc.

Assignment of License

KIST Santa Barbara, Calif.—Voluntary assignment of license from Harry C. Butcher to Radio KIST Inc.

KFVS Cape Girardeau, Mo.—Voluntary assignment of license from Oscar C. Hirsch Battery and Radio Co. to Hirsch Bcstg. Co.

WBVP Beaver Falls, Pa.—Voluntary assignment of license from Frank R. Smith Jr. to WBVP Inc.

WKBC North Wilkesboro, N. C.—Voluntary asignment of license from John T. Cashion and Doris B. Brown d/b as Wilkes Bcstg. Co. to Wilkes Bcstg. Co.

Modification of CP

KYOR San Diego, Calif.—Mod. CP increase power, change hours etc. for extension of completion date.

License Renewal

WAGF Dothan, Ala.—License renewal AM station.

WDSU New Orleans—Same.

WIBW-FM Topeka, Kan.—License renewal FM station.

WMGM-FM New York—Same.

Assignment of CP

KFVS-FM Cape Girardeau, Mo.—Voluntary assignment of CP from Oscar C. Hirsch to Hirsch Bcstg. Co.

Modification of License

WIBM-FM Jackson, Mich.—Mod. license new FM station to change studio location from Hotel Hayes, Jackson, to 2511 Kibby Road, Summit Twp.

Modification of CP

WMGY-FM Montgomery, Ala.—Mod. CP new FM station to change ERP from 6 kw to 5.16 kw, ant. height above average terrain from 415 ft. to 407 ft.

KCRA-FM Sacramento, Calif.—Mod. CP new FM station to change ERP from 38 to 10.637 kw, ant. height above average terrain from 360 ft. to 380.5 ft.

WBT-FM Charlotte, N. C.—Mod. CP new FM station of extension of completion date.

WEED-FM Rocky Mount, N. C.—Same.

WIZZ Wilkes-Barre Pa.—Same.

KIXL-FM Dallas, Tex.—Same.

WJAX-FM Jacksonville, Fla.—Same.

WOAK Chicago—Same.

TV—180-186 mc

Indianapolis Bcstg. Inc. Indianapolis—CP new commercial television station on Channel 8 180-186 mc and ERP 27.8 kw aur. 13.9 kw. AMENDED decrease ERP to vis. 26.2 kw and aur. 13.1 kw.

Modification of CP

KNBH Los Angeles—Mod. CP new commercial TV station for extension of completion date.

KFI-TV Los Angeles—Mod. CP new commercial TV station to change ERP from 29.6 kw to 31.4 kw.

KDYL-TV Salt Lake City—Mod. CP new commercial television station to decrease ERP from vis. 14.5 to 4.13 and aur. 7.0 to 2.3 kw.

W3XOT WINX Bcstg. Co., Washington, D. C.—Mod. CP new development station for extension of completion date.

TENDERED FOR FILING

Modification of CP

KSFO San Francisco—Mod. CP specify new trans. site, change trans. and install DA-DN using 50 kw on 740 kc.

Assignment of License

KCRA KCRA-FM Sacramento, Calif.—Consent to assignment of license KCRA and CP KCRA-FM to KCRA Inc.

Assignment of CP

KTXN Austin, Tex.—Consent to assignment of CP to Radio KTXN Inc.

APPLICATONS DISMISSED

TV—186-192 mc

Harbenito Bcstg. Co., Harlingen, Tex.—CP new commercial television station on Channel 9 (186-192 mc) ERP 24.5 kw and aur. 12.4 kw.

AM—1260 kc

KVOX Moorhead, Minn.—CP change frequency from 1340 to 1260 kc, increase power from 250 w to 1 kw-D 500 w install DA-N. DISMISSED Sept. 30.

October 5 Decisions . . .

BY COMMISSION EN BANC

STA Denied

WTVJ Miami, Fla.—Denied request for STA to operate TV station pending conclusion of revocation proceeding and ordered that hearing in matter scheduled Oct. 25 at Miami to be held before Comr. Walker.

Assignment of License

KRJM Santa Maria, Calif.—Granted voluntary assignment of license of station KRJM from partnership of Robert K. and Stanworth C. Hancock to John H. Poole for $14,500.

Acquisition of Control

WAML New Laurel, Miss.—Granted consent to acquisition of control of licensee by D. A. Matison Jr. and Harold M. Matison, presently minority stockholders, from D. A. Matison Sr. representing 80 sh. (41.24%).

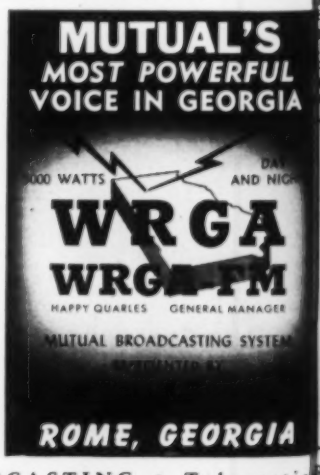
License Extension

WJJW Wyandotte, Mich.—Granted temp. extension of license of FM station to Dec. 1.

License Renewal

WFAS-FM White Plains, N. Y. Granted renewal of license for period ending Sept. 1, 1949.

Following stations were granted renewal of licenses for period ending Aug. 1. 1951: KICO Calexico, Calif.; KTOP Topeka, Kan.; WALD Walterboro, S. C.; WTOM Bloomington, Ind.; WVIM Vicksburg, Miss.



AM—1300 kc

Missouri Valley Bcstg. Co. Marshall, Mo.—Granted CP new station 1300 kc 1 kw D; engineering cond. Estimated cost: $14,600.

Hearing Designated

Watertown Radio Inc., Watertown, Wis.—Designated for hearing (Comr. Sterling voting to grant without hearing) application for new station 1580 kc 250 w D in consolidated proceeding with application of West Allis Bcstg.

All Nations Bcstg. Co., Boston—Designated for hearing application for new station 1390 kc 5 kw D.

Modification of CP

KMPC Los Angeles—Granted mod. CP for extension of completion date to April 1, 1949.

WKMH Dearborn, Mich.—Granted mod. CP to make changes in DA.

CP Reinstated

WKAQ San Juan, P. R.—Granted authority to reinstate CP which authorized WKAQ to install DA-DN on presently assigned 620 kc 5 kw.

Petition Granted

Harrisonburg Bcstg. Co., Harrisonburg, Va.—Granted petition insofar as it requests leave to amend application to specify 1230 kc in lieu 1340 kc. Amendment was accepted and Commission on own motion removed said application from hearing docket. Further ordered dismissal of petition insofar as it requests application as amended be designated for hearing with that of County Bcstg. Service, Mt. Jackson, Va.

Hearing Designated

WJXN Jackson, Miss.—Designated for hearing application for assignment of license of WJXN from Ewing Bcstg. Co. to Andalusia Bcstg. Co.

KYOR San Diego, Calif.—Designated for hearing application for assignment of CP and license for KYOR from Silver Gate Bcstg. Co. to San Diego Bcstg. Co.

BY THE SECRETARY

WNAX Yankton, S. D.—Granted license install new trans. and license to use old main trans. as aux. with 5 kw DA-N.

WHOM Jersey City, N. J.—Granted license increase power, install new trans. and DA-DN and change trans. location.

KFH Wichita, Kan.—Granted license install FM ant. on AM tower and to make changes in ant.

WGPC Albany, Ga.—Granted request for cancellation of CP install new trans. and vertical ant. and change trans. location.

WBGE Atlanta, Ga.—Granted CP install new vertical ant. and mount FM and TV ants. on of top AM tower.

KBOR Brownsville, Tex. — Granted mod. CP to change type trans.

KAYL Storm Lake, Iowa—Granted mod. CP to change type trans. and for approval of ant. and trans. location.

KLKC Parsons, Kan.—Granted mod. to change type trans., for approval ant. and trans. location, and to specify studio location.

Following were granted extension of completion dates as shown: WHIS Bluefield, W. Va., to 12-1-48; KMBC Kansas City, for 6 mo.; WSFL Springfield, Mass., to 4-1-49; WMLL Evansville, Calif., to 1-20-49; WISE-FM Asheville, N. C., to 1-1-49; WDGY Minneapolis, to 9-1-49; KRAI Craig, Col., to 10-15-49; WEOL Elyria, Ohio, to 12-1-48; WHKC Columbus, Ohio, to 12-28-48; WSAR Fall River, Mass., to 10-15-48.

The Daily Report Co., Area Ontario, Calif.—Granted license new remote pickup KHAW.

WIBM-FM Jackson, Mich.—Granted license new FM station.

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The Chimes Rang

THE CHIMES RANG—and continued ringing for three minutes as NBC's Morton Downey was about to start his Saturday night program recently. The machine-operated bells, used between programs, got stuck and just kept on ringing, technicians explained.

KOAM Pittsburg, Kan.—Granted license install old main trans. as aux. with 1 kw DA-N.

Radio Sales Corp., Area Seattle, Wash.—Granted CP new exp. TV relay.

Minnesota Bcstg. Corp., Minneapolis—Same.

Balaban & Katz Corp., Area Chicago—Same.

Bamberger Bcstg. Service Inc., Area New York—Same.

Carter Publications Inc., Ft. Worth, Tex.—Same.

Central Bcstg. Co., Area Davenport, Iowa—Same.

Regents of U. of Michigan, Ann Arbor, Mich.—Granted CP new STL.

The Voice of the Orange Empire Inc. Ltd., Area Santa Ana, Calif.—Granted CP new remote pickup KJII.

Westex Bcstg. Co., Area San Angelo, Tex.—Same.

WNBK Cleveland—Granted mod. CP for extension of completion date to 1-15-49.

WEMP-FM Milwaukee—Same to 4-20-49.

WFIL Philadelphia—Granted license install old main trans. at present location of main trans. as aux. with 1 kw DA-DN.

WORD Spartanburg, S. C.—Granted license install new vertical ant., to mount FM ant. on AM tower and change trans. location.

WANS Anderson, S. C.—Granted mod. CP change type trans and for approval of ant., change in ground system, trans. and studio locations.

WVPO Stroudsburg, Pa.—Granted request for cancellation of CP new standard station 1350 kc 1 kw D.

Following were granted extension of completion dates as shown: WBAL-TV Baltimore, to 1-21-49; WJAR-TV Providence, R. I., to 2-15-49; WSAR-FM Fall River, Mass., to 1-18-49; WBAB-FM Atlantic City, N. J., to 3-15-49; KFUO-FM Clayton, Mo., to 3-24-49.

WKJG-FM Fort Wayne, Ind.—Granted mod. license to change ERP from 24 kw to 30 kw.

WMNE Portland, Me.—Granted request to cancel license for FM station.

KLTI-FM Longview, Tex. — Granted mod. CP to change studio location.

KVEN Ventura, Calif.—Granted license for new standard station 1450 kc 250 w unl.

KMON Great Falls, Mont.—Same 560 kc 5 kw DA-N unl.

WREX Duluth, Minn.—Same 1030 kc 5 kw-N 10 kw-LS DA unl.

WBUX Doylestown, Pa.—Same 1570 kc 250 w D.

KWRL Riverton, Wyo.—Same 1450 kc 250 w unl.

WDUK Durham, N. C.—Granted license change hours, increase power, etc.

WWXL Peoria, Ill.—Granted license change frequency, increase power, etc.

WJBO Baton Rouge, La.—Granted license move trans. location and install FM ant. on top of center element of DA system.

KFNF Shenandoah, Iowa—Granted license install new trans.

WKAR East Lansing, Mich.—Granted CP install new trans., make changes in vertical ant. and mount FM ant. on AM tower and change in trans. location.

WABB-FM Mobile, Ala. — Granted mod. CP to change corporate name to The Mobile Press Register Inc.

Columbus Bcstg. Co., Columbus, Ga.—Granted mod. CP to change trans. location new STL WLAA.

WTMJ-TV Milwaukee—Granted mod CP to change aur. ERP from 17.0 kw to 10.2 kw.

WREL Lexington, Va.—Granted mod. CP to change studio location.

KVAR Havre, Mont.—Granted mod. license to change studio location.

KIMP Mt. Pleasant, Tex. — Granted mod. license to change type of trans., for approval ant. and to change trans. and studio locations.

WJPA Washington, Pa.—Granted mod. CP changes in AM and FM ants.

Following were granted extension of completion dates as shown: KYLE Alamogordo, N. M., to 12-1-48; WBKA Brockton, Mass., to 10-11-48; WKVM Arecibo, P. R., to 12-15-48; WEAU Eau Claire, Wis., to 11-15-48; KFKA Greeley, Col., to 10-28-48; WLVA Lynchburg, Va., to 1-1-49; KOB-TV Albuquerque, N. M., to 1-1-49; WMGY-FM Montgomery, Ala., to 1-4-49; KSDO San Diego, Calif., to 1-13-49; WNAB-FM Bridgeport, Conn., to 3-28-49; WELL-FM Battle Creek, Mich., to 10-18-48; WWOD-FM Lynchburg, Va., to 1-1-49; WRZE York, Pa., to 1-15-49; WOC-FM Davenport, Iowa, to 1-12-49; WMAN-FM Mansfield, Ohio, to 12-28-48; WMIT Clingman's Peak, N. C., to 4-14-49; WIMA-FM Lima, Ohio, to 3-22-49.

WITA San Juan, P. R.—Granted license new standard station 1400 kc 250 w unl.

October 5 Applications . . .

ACCEPTED FOR FILING

License for CP

WJJJ Montgomery, Ala.—License to cover CP new standard station.

KDSX Denison, Tex.—Same.

KASI Ames, Iowa—Same.

WXKW Albany, N. Y.—Same.

KCHE El Reno, Okla.—Same.

WKOY Bluefield, W. Va.—License to cover CP new standard station and specify studio location. AMENDED to change name of applicant to J. Lindsey Alley, E. Bernard Jarrett and Odes E. Robinson, partnership d/b as Radio Bluefield Co.

WMIE Miami, Fla.—License to cover CP new standard station and change studio location.

Modification of CP

KTSA San Antonio, Tex.—Mod. CP increase power, etc., for extension of completion date.

License Renewal

WJTN-FM Jamestown, N. Y.—License renewal FM station.

WATG Ashland, Ohio—Same.

License for CP

WMCP Baltimore—License to cover CP new FM station.

WDNC-FM Durham, N. C.—Same.

Assignment of CP

WSFL Springfield, Mass.—Assignment of CP from Gerson Askinas, Earle G. Hewinson and Christos M. Manitsas, partners d/b as Springfield Bcstg Co., to Springfield Bcstg. Co.

Modification of CP

WGCM-FM Gulfport, Miss.—Mod. CP new FM station for extension of completion date.

WGYN New York—Same.

WAMS-FM Wilmington, Del.—Same.

KVKO Harlingen, Tex.—Same.

WOSH-FM Oshkosh, Wis.—Same.

WSOU South Orange, N. J.—Mod. CP new FM noncommercial educational station to change ERP from 1 to 2 kw.

KWOW Omaha—Mod. CP new FM station to change ERP from 42 to 52.5 kw, decrease ant. height above average terrain, trans. site and studio location and make changes in ant. system.

WIRE-FM Indianapolis—Mod. CP new FM station to change ERP from 36 to 34 kw; ant. height above average terrain, trans. site and make changes in ant. system

CP to Reinstate

WPTZ Philadelphia—CP for reinstatement of CP new commercial television station Channel 3 (60-66 mc), ERP vis. 10.37 kw, aur. 10.7 kw.

TENDERED FOR FILING

Relinquishment of Control

KWEM West Memphis, Ark.—Relinquishment of control of licensee corporation from Beloit Taylor to John F. Wells and Phillip G. Beck.

Assignment of License

WELM Elmira, N. Y.—Consent to assignment of license to Corning Leader Inc.

(Continued on page 85)

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Transcription Standards To Be Submitted to NAB

FINAL recommendations for recording techniques will be submitted to the executive group of the NAB Recording and Reproducing Standards Committee at a meeting to be held Oct. 15 in New York. These standards will then go to the NAB Engineering Executive Committee for review, and on to the NAB board.

Project groups are completing work on standards for records and transcriptions along with magnetic tape and other phases of recording. Differences in terminology between NAB and the American Standards Assn. are to be resolved. Project groups have adopted standards for magnetic tape [BROADCASTING, Aug. 30] and have voted to continue characteristics for lateral and vertical transcriptions as well as to revise the signal-to-noise ratio on disc recording.

Double-Barreled

A ONE-MINUTE commercial on television not only sells the product, but also the talent. When May Johnson, booking agency for the Mount Royal Hotel, Montreal, heard Todd Maners soloing a Chevrolet video musical commercial entitled "See the U. S. A. in Your Chevrolet" on WABD New York, DuMont video station, she booked him for an engagement at the Mount Royal to be followed by another booking in Toronto. Leo Langlois, Campbell-Ewald agency producer on local Chevrolet dealers television programs, played middle-man in bringing Todd and the Mount Royal together.

JAMES G. RIDDELL (l), manager, WXYZ-TV Detroit, which opened Oct. 9, confers with Hank Nosakowski, captain of bowling team sponsored by station in "Detroit Times" All-Star Classic

Statement of The Ownership, Management, Circulation, etc., Required by the Acts of Congress of August 24, 1912, and March 3, 1933

Of BROADCASTING-TELECASTING, published weekly, at Washington, D. C., for October 11, 1948.

District of Columbia—ss.

Before me, a notary public in and for the District aforesaid, personally appeared Maury Long, who having been duly sworn according to law, deposes and says that he is the business manager of BROADCASTING-TELECASTING and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, circulation, etc. of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher and Editor—SOL TAISHOFF, Washington, D. C.
Managing Editor—ART KING, Washington, D. C.
Business Manager—MAURY LONG, Washington, D. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Sol Taishoff, Washington, D. C.; Betty Tash Taishoff, Washington, D. C.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers, during the twelve months preceding the date shown above is 14,565.

MAURY LONG.

Sworn to and subscribed before me this 29th day of September, 1948.

NATHAN SINROD
Notary Public.

(Seal)
(My commission expires October 15, 1948.)

USDA Publishes Own Set Production Figu

TV SET production for the f eight months of 1948 increased most 500% over a similar pe last year, according to figures leased Oct. 1 by the U. S. D of Agriculture. The Departme total for the January-Aug period this year was 439,531, c pared with 75,272 for that 1 period.

The figures, contained in regular *RFD Letter* to radio f directors, were compiled from formula based on a "composite conversations" and contacts w four or five branches of the ra industry, according to Kenn M. Gapen, assistant director information for radio and vi USDA. The table was part USDA's television research p ect, (Research and Marketi Act) and is designed to ans queries on TV receiver producti which come to the Departme Mr. Gapen said.

Including an additional 196, sets for the last four months 1947 and taking into account th manufactured before that ye USDA arrives at a figure of ne ly 650,000 sets by September 1 Figures issued by Radio M Assn. for a similar period t year showed TV production nu bering 399,953 receivers [BRO CASTING, Sept. 27]. RMA meml comprise about 90% of the ent industry.

USDA figures for January-A gust 1948:

January	33
February	39
March	57
April	50
May	55
June	70
July	61
August	71
Total	439

4-H Radio Plans

RADIO coverage of the ann 4-H Congress, to be held in C cago's Stevens Hotel, Nov. 28-D 2, will not include a platter-cutti service, the U. S. Dept. of Ag culture announced in its Oct. *RFD Letter* to radio farm dir tors. Instead, the national comm tee will provide three rooms w power converters for the use farm directors who bring th own wire and tape recorde USDA added it would make reco ing arrangements at one or m Chicago studios for those who not cover the Congress by tape wire. The plan is tentative, said.

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PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to

Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

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Help Wanted

Managerial

Opportunity for
Station Manager

All-round experience in management, sales, programming, etc., wanted for new daytime station already in the black in large, highly competitive midwest market. Present owner-manager leaving city. Give full background first letter, including earning requirements. Stock purchase can be arranged if desired but this purely optional. All replies strictly confidential.

BOX 886, BROADCASTING

Wanted—Manager for Radio Station KIUP, Durango, Colorado. Must be fully versed with rules and regulations FCC. Give full particulars on qualifications.

San Juan Broadcasting Company

Durango, Colorado

Salesmen

Wanted—A salesman. Don't need an executive or a promotion man, but if you can sell broadcast in a competitive market on a station now 250 watts, but soon 5 kw we need you and can give you a good deal. Contact Bob Stevens, WHBQ, Memphis, Tenn.

Needed one good idea man who can put them over and gain confidence of advertiser. Texas market of 50,000. Give all details and minimum salary first letter. Box 915, BROADCASTING.

TRANSCRIPTION LIBRARY SALESMAN

WANTED: To travel. Commission basis. Every station can use our large repertoire, augmented monthly. Library sells at a low monthly rental. Must have car. Answer giving us your past experience. A hard worker can make real money.

BOX 947, BROADCASTING

Wanted: sportsman, farm director, salesman, traffic girl to double as bookkeeper, for new 250 watter on air in November. Full details, photo, disc first letter. Write Lee Rasmussen, KAYL, Storm Lake, Iowa.

Announcers

Wanted—Staff announcer-control board man; salary plus talent in aggressive 1000 watt independent; audition platter must precede interview with Program Director, Dick Hammond. Box 914, BROADCASTNG.

Salesman—Need time producer in competitive New England market. Opportunity. Box 901, BROADCASTING.

Salesman needed for progressive music-sports station, Mutual affiliate, located in one of south's fastest growing cities of 200,000 metropolitan population. To an experienced and qualified radio salesman will pay 15% commission and guarantee $100.00 per week for first three months. Send adequate personal information, present and past employment and qualifications to Box 905, BROADCASTING.

Salesman—1000 watt daytime independent livewire station with good market. Want experienced well educated man. Immediate opening. Box 906, BROADCASTING.

Sales position now open for experienced man. Opportunity to be advanced to commercial manager. Good salary and commission. Write complete details to WHTN. Huntington, W. Va.

Help Wanted (Cont'd)

Combination announcer-operator, first ticket, good voice. Must be experienced. Start $55 per week, plus extras $20 to $40 per month. Happy crew. Housing. Air mail disc, photo. KPRK, Livingston, Mont.

Wanted, immediately, combination announcer-program director for 250 watt, daytime, independent station. Starting salary $45.00 weekly. Give full details in first letter, reference, photograph an disc. WJIG, Tullahoma, Tenn.

Announcer with first class license. Emphasis announcing. Send complete letter with snapshot to KSUE, Susanville, Calif.

Florida network affiliate wants good announcer-engineer. Write. Send disc. WROD, Daytona Beach.

Technical

Operator with 5 kw directional antennae experience. Must be experienced and have technical training. College town of 30,000. Excellent living conditions, good schools and churches, moderate climate both winter and summer. Salary $60.00 for 40 hours. KGVO, Missoula, Mont.

Combination operator Rocky Mountain area. $55 weekly to start. Must be experienced and have good voice. Box 792, BROADCASTING.

Combination announcer - technician, must possess first class telephone-radio license and be capable of high quality general announcing. Scale $1.80 per hour or more. Northwest coast city 1 kw. Give references, experience, age and martial status. Box 824, BROADCASTING.

Combination man, first class ticket necessary, good announcing essential. Send full particulars. Box 857, BROADCASTING.

Young men with first or second class license for control board. No experience necessary. WAND, Canton, Ohio.

Progressive AM-FM network affiliate desires chief engineer. Please send biographical data, photograph and references. Box 920, BROADCASTING.

Production-Programming, others

Traffic, continuity girl. Some secretarial and reception work. Send complete letter with snapshot to KSUE, Susanville, Calif.

Young woman who can write with a punch! 1000 watt, midwest, regional network station desires to round out continuity staff with experienced writer who can produce strong, brisk sales-copy, and who "mikes" well. Send sample copy, qualifications, salary expected and photo to Box 592, BROADCASTING.

Program director, announcer, news editor-announcer and combination engineer-announcer. On the job training available. Box 918, BROADCASTING.

Midwest CBS station has immediate opening for young lady capable handling women's program, writing copy, taking dictation. State experience, salary, availability. Box 927, BROADCASTING.

Southern station needs girl continuity writer. Rush photograph. Letter of experience and education and references. Box 942, BROADCASTING.

WANTED

TV production man or woman with creative intelligence and proven ability. Minimum one year TV studio experience, to assist in present training program, production of package programs and later production in our own commercial station. Full studio and camera equipment already in use. Write, giving complete background details, salary expected. Box 889, BROADCASTING.

Situations Wanted

Managerial

Managing successful station. Desire change. Twelve years experience. All phases construction and operation. Family man. Available thirty days. Go anywhere. Box 900, BROADCASTING.

Young successful 250 manager desires change. Twelve years successful station operations. Strong on sales. Announces. Civic minded. Likes local programming. Box 903, BROADCASTING.

Available 30 to 60 days. Manager with exceptional proven record. 22 years experience all phases. Excellent references. Family man. Desires permanent position in midwest, but would consider east or northwest. Please give full details first letter. All replies will be answered. Box 911, BROADCASTING.

Profits? If you want your small station profitably managed by experienced, energetic man with sales, program and management experience, write Box 938, BROADCASTING. Salary-bonus proposition. Prefer midwest town under 100,000.

Attention station owners. Radio equipment manufacturers. 30 years experience in radio, 43 years old. Radio engineer in AM-FM-TV from CP to completed station. Also station manager, technical director and aggressive sales producer. Diversified business background. I have managed and directed personnel in radio manufacturing production, radio station and sales. Top industry references. Interested in station management, technical director, sales director or combination. Or in radio manufacturing, production supervisor, sales or engineering position. Box 940, BROADCASTING.

Opportunity wanted by employed sales manager of 5000 watt station. Ten years experience. Can qualify as general manager. A-1 references. Box 930, BROADCASTING.

Experienced manager available now. Twelve years with present employer who will furnish highest recommendations. Change in ownership reason for leaving. Thoroughly understands managing and has always been a producer. Bcx 912, BROADCASTING.

Manager—College man. Ten years in commercial radio. Five years assistant to manager. Desire advancement. Box 909, BROADCASTING.

Qualified local station manager. Fifteen years experience. Family. Interview preferred. Box 884, BROADCASTING.

Manager—Successful fifteen year network affiliate record. Best references. Thoroughly experienced all departments. Can be available on short notice. Box 849, BROADCASTING.

Manager—Job wanted as manager of southern station. Knowledge of selling, programming, announcing and engineering. Hard worker. Now working for a thousand watt station. Box 820, BROADCASTING.

General manager. 10 years experience all phases construction and operation. Proven sales record. Family man. Now managing 1000 watt network outlet. Available 30 days. East only. Box 773, BROADCASTING.

Salesmen

Salesman, currently employed by 50,000 watt CBS affiliate desires change in environment. In radio since 1939. Prefer connection with Tenn. or Fla. station. Will exchange the best of references. Box 902, BROADCASTING.

Inexperienced personality—wants experience as announcer or disc-jockey. Graduate radio school. Prefers small progressive station. Good versatile ad-lib man. Creative, reliable. Veteran, single. Julius Waskow. 930 Emerson St., N. W., Washington 11, D. C.

Salesman with seven years local and network radio desires sales position metropolitan station or transcription firm. Must be 7,500 a year or better. Will travel. Presently employed, metropolitan station in west. Box 922, BROADCASTING.

Want sales job. Progressive station, small market. Single, modest requirements. Box 921, BROADCASTING.

Situations Wanted (Cont'd)

Announcers

Announcer, young, single veteran, year experience. Well-trained by professional personnel. Will travel anywhere. Box 822, BROADCASTING.

Announcer-writer. Excellent background and training. Former station leader. 24, no dependents. First class references. Box 864, BROADCASTING.

Program director-announcer, over three years experience, college background. Want midwest station. Will accept announcing job with progressive station in good market. Box 883, BROADCASTING.

Announcer, sports specialty. Play-by-play, commentary, reporting. Begin with professional school training. Former pro ball player. Anxious to work into small station operation. Best platter. Box 887, BROADCASTING.

In northeast? Want top man? Here's your chance. Thoroughly experienced announcer, able to build following, ready to re-enter radio. Now employed newspaper. References. Minimum salary. Disc if you mean business. Box 891, BROADCASTING.

Veteran, young, willing to travel. Graduate of School of Radio Technique, Radio City, N. Y. Can do disc shows, news and announcing. Wants experience. Will send disc upon request. Box 891, BROADCASTING.

Canadian disc jockey 5 yrs. exp. Top commercial wake-up show on large metropolitan station, accent on kitchen. Written straight and comedy scripts. Age 24. Married 6 mo. Want work, night club emceeing and night club d. j. show experience also will go anywhere in U. S. Box 892, BROADCASTING.

Announcer - engineer. Combination available: minimum $75 week. Lee Brunes, 815 Union, The Dalles, Ore.

Announcer, single, experienced all phases. Specialty play-by-play sports. College graduate. Will travel anywhere. Joe Sansone, 68 High St., Yonkers, N. Y.

Early morning emcee. Eight years experience. Looking for station in small market to settle with family and build solid listening audience. Have characters, sing and draw mail. Pictures, tape and references available. Box 945, BROADCASTING.

Program director-announcer-salesman. Go anywhere. Want to settle and grow with station. Many years experience. Box 943, BROADCASTING.

Announcer, Dee-jay-College graduate, four years experience 1 and 5 kilowatters, presently employed by a new midwest network affiliate. Illness in family necessitating move to east coast. Not a floater; just a 24 year old, single veteran, seeking employment commensurate with his talent and experience. Highest references available. Tape or personal interview. Box 939, BROADCASTING.

Script-announcer, traffic (young lady) ambitious, good voice, some experience, will travel, swell women's programs. Box 937, BROADCASTING.

Afternoon housewife emcee, all morning, all night disc jockey seeking station with market of 500,000 or more. Now New England's highest Hooper jock. Contract with present station expires 3 weeks. Jockey won't renew as station doesn't like market. Only those interested in personal interview will write. Box 934, BROADCASTING.

Announcer—Vet, versatile, some experience. Graduate of Columbia College of Radio. Seeking strong station to learn good radio procedure and operation. Box 932, BROADCASTING.

Announcer—Recent graduate of Radio School News, disc jockey, pop and serious. Want experience. Free to travel. Box 931, BROADCASTING.

Program directors? Do you need an announcer that is ready and able to serve you the way you want? One experienced with commercials, newscasts, ad-libbing, copywriting, programs, production and as a bonus can operate the console. Don't hesitate. Write today. Box 926, BROADCASTING.

Thoroughly experienced announcer with excellent air sales record. 23, unmarried. Top personality jockey show. Authoritative newscasts. Personable emcee. Excellent reference. Seeking progressive station preferably in metropolitan area. Box 928, BROADCASTING.

Situations Wanted (Cont'd)

ure, dependable, staff announcer-scaster. Friendly selling voice, ver-e, college graduate, no floater. 929, BROADCASTING.

erience, reliability, ability. All three exchange for adequate salary and re under experienced management. D. with excellent commercial and s experience. All replies answered 916, BROADCASTING.

ter-director-announcer. BA, MFA. e: writing, directing, announcing, ng, programming training; experi-ed; eager for opportunity. Box 910, OADCASTING.

ng vet. Staff announcer, 1½ years RS. 3 years network acting. Can ate board. Thoroughly trained at io City. Will travel. Box 950, OADCASTING.

nouncer. Experience in commercials, scasting, disc jockey and acting. duate School of Radio Technique. Y. GI training eligibility. Will el. Joe Adelmann, 452 Onderdonk , Brooklyn 27, N. Y.

ilable immediately—National award ning disc jockey with beaucoup erience. Prefers all night show on gressive station. Disc available. Box BROADCASTING.

nouncer—Graduate Radio Drama rkshop. Married veteran. Will travel. the ambition; need the experience. available. Box 952, BROADCAST-G.

nouncer. Morning disc jockey. Have s that sell. Want station in east. on request. Write Box 951, BROAD-STING.

Technical

mbination engineer-announcer, one r experience, age 29, homesick for Francisco Bay area. Disc, photo, W, available 30 days. Box 786, OADCASTING.

ief engineer—Excellent references, 8 rs best experience AM, FM and TV. 860, BROADCASTING.

gineer. AM-FM. Willing to go any-ere, but prefer south. Box 862, OADCASTING.

gineer, 1st phone. Veteran, 22, no adcast experience. N.Y. Radio School duate. Will travel. Box 863, BROAD-STING.

gineer-announcer—Single, college de-e, 1st phone. Network affiliate expe-nce. Desires position in progressive tern or midwest city. Opportunity to w. Box 875, BROADCASTING.

sition wanted in mid-northwest. t class engineer, one year experience AM and FM. Television training. te Robert W. Auton, Webbs Cross s, Ky.

gineer, 21, single veteran. No broad-sting experience. Graduated NY ra-school. First phone. Will travel. ward Zucker, 1010 Bryant Ave., Bronx, w York.

chnician, first ticket. No broadcast perience, but ham radio 10 years, io service and musician. Prefer rm climate. Available now. Lloyd way, 750 N. Cogswell Rd., El Monte, lif.

ief engineer at liberty. Fifteen years perience with last four senior opera-50 kw broadcast. Experienced con-uction, installation and maintenance. n supply any reference necessary. fer south or southwest. Must have rm climate. Require $100 per week available housing. Married and dy. Box 207, Hadley, New York.

perienced broadcast engineer. Two ars combination. One year chief, rried, available after October 16. fer midwest. L. Winegardner, 208 annah, Statesboro, Ga.

erested in an engineer or technical ector. Read ad under managerial. x 941, BROADCASTING.

gineer, degree, first phone, install rehabilitate small stations. FCC ap-oval minimum time. Your inexperi-ced personnel trained for subsequent eration. No permanent connection de-ed. Reply Box 936, BROADCASTING.

gineer—Transmitter, studio, and re-te experience with 250 watt station. e 22, single. Desire position with tion in middlewest. Box 924, BROAD-STING

Situations Wanted (Cont'd)

First phone-announcer, one year school, eight months MBS affiliate, four months independent. Car, single, 21, vet. Desiring combination, engineering or announcing. Available immediately. Box 919, BROADCASTING.

Production-Programming, others

WANTED

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Newsman-announcer—Fully experienced, completely versatile. Mature, sober, reliable. Seven years news background—intelligent rewrite. Seeking permanency. Prefer straight news. Box 735, BROADCASTING.

Production man. Midwest only. Eight years experience. Complete story follows. Box 917, BROADCASTING.

Program director—Executive type, rich educational background, wide experience as announcer, continuity director, programming, writing, general station operation. Single, 36. Box 923, BROADCASTING.

Experienced copywriter wants position with progressive station. California preferred. Best references. Box 933, BROADCASTING.

Female dynamo experienced MC, woman's director, promotion, etc. Desires opportunity with progressive station. Box 946, BROADCASTING.

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Stations

Fulltime 250 watt station in Florida. Only station in this Florida market. Terms can be arranged. Only qualified parties need answer. Box 813 BROADCASTING.

Fulltime metropolitan station 20,000 watts FM in city of 250,000, on eastern seaboard. Make offer. Box 925, BROADCASTING.

Daytime 1000 watter with time sales over $200,000.00 this year, located in major market of well over million population. Terms may be arranged to acquire controlling interest. Box 894, BROADCASTING.

Equipment

Webster Chicago wire recorder complete except spools of wire, hour capacity including microphone, $100—RCA wire recorder complete with two half-hour cartridges and microphone $135, both almost new, $225 for the two. F.O.B. Lo-Lan Crafts Co., P. O. Box 1782, Hartford, Conn.

For sale—Two complete 109AA reproducer groups with two extra 9A reproducers, excellent condition. Will give you dual spare reproducers at far less than the new cost without the spares. Broadcasters net $605.92. A rare bargain at $375.00. Box 812, BROADCASTING.

Two model B-K-303 brush magnetone recorders. Frequency response flat 50 to 7000 cycles. Hi-fidelity wire recorder, new. Two complete rolls of wire with each machine including spare reel. $1100 for the two or $600 each. These items are scarce and hard to obtain. Terms—10% with order, balance COD. Box 949, BROADCASTING.

New latest model FM transmitter 10 kw complete with frequency and modulation monitor plus 4 bay antenna. 500 ft of 3⅛ coaxial line with fitting. Write Box 913, BROADCASTING.

BONDING COPPER GROUND WIRE

We have a complete line of bonding copper and ground wire in stock for immediate shipment. Order today. Send for our price list if you do not have one.

Specializing in bonding copper for the broadcasting stations.

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For Sale (Cont'd)

For sale—One used 185' Wincharger guyed tower, complete with tower lights and guy wires for immediate shipment. For complete details write Radio Station WGAA, Cedartown, Georgia.

For Sale—Truscon tower—435 ft. self-supporting, sectionalized 169 ft. from top. Could be used as three 265 ft. guyed towers and one self-supporting 170 ft. tower. Will support FM or TV antenna with top removed. $6,875.00 f.o.b. storage site Lincoln, Nebraska. Radio Station KFAB.

Lehigh tower, 187 ft. self-supporting. $500 takes it. WSNJ, Bridgeton, N. J.

Raytheon 250 watt transmitter complete with spare set of tubes. This transmitter has been in operation for two years and it has not lost any air time. Also composite studio console. Reason for selling increase in power. Save yourself some money. For details contact KCVR, Lodi, California.

Collins 300C-1, 250 watt transmitter, Johnson antenna coupler. FCC approved with crystal on your frequency. $1750.00. Write Ted Heithecker, KANS, Wichita, Kansas.

Wanted to Buy

FM EQUIPMENT

Wanted—Complete used equipment for FM station—3 kw transmitter, monitors, speech input, microphones and turntables. No antenna or tower needed.

Box 768, BROADCASTING.

Wanted to buy—250 watt fulltime station or CP. Controlling interest or 100% stock. Offer complete information. Box 908, BROADCASTING.

New England area radio station with good profit potential. Box 948, BROADCASTING.

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TBA Rushes Plans For Dec. 8 Clinic

E. P. H. JAMES, MBS vice president, will serve as general chairman of the annual television clinic to be held Dec. 8 at New York's Waldorf-Astoria Hotel, under the auspices of Television Broadcaster's Assn., holding its annual meeting there that day.

Following a business meeting, at which new directors will be elected to fill terms expiring at that time and when TBA President J. R. Poppele, WOR New York vice president, will deliver his annual report, the clinic will get under way at 11 a.m. Program is not completely set as yet, but a highlight will be the presentation of the annual TBA awards of merit for outstanding contributions to the development of the art of television.

Three directors will be elected for three-year terms, following the expiration of the terms of Mr. Poppele, G. Emerson Markham, WRGB Schenectady, and Lawrence W. Lowman, CBS. Three other directors will be elected for shorter terms, in accordance with TBA bylaws specifying that when a director has been named to fill the unexpired term of an elected director his term shall run only until the next annual meeting, when the vacancy shall be filled by election by the TBA membership.

Two directors will be elected for one-year terms under this ruling—succeeding Noran E. Kersta of NBC (filling the term of John F. Royal, NBC) and George M. Burbach, KSD-TV St. Louis (filling the term of Frank Schreiber, WGN-TV Chicago). One director will be elected for two years to succeed Robert Kintner, ABC (filling the term of F. J. Bingley, formerly of Philco Corp., now with WOR New York). The new TBA board will meet that afternoon to elect officers for the coming year.

CATHEDRAL HOUR
Religious Broadcasts Aided By Revision

WWJ Detroit's *St. Paul's Cathedral Hour* has undergone a revision of religious broadcasting technique in order to bring listeners a program which equals in interest the actual attendance at the church service.

The program originates from St. Paul's Episcopal Cathedral where eight microphones are set up in various portions of the church. Organ music, hymns and the sermon are timed in advance for the broadcast through the cooperation of the church officials. A narrator interpolates explanations during pauses in the service so that the radio audience can follow the actual ceremony.

John L. Weaver, Dean of St. Paul's, believes that WWJ has found a way to give radio listeners a real church service. The station has received many commendatory messages on the improvement.

MEMBERS of the FM Assn.'s board of Directors pose for the cameraman:

Front row (l to r)—Frank Gunther REL; William E. Ware, KFMX Council Bluffs, newly-elected FMA president; Marion Claire, WGNB Chicago; Dr. E. H. Armstrong, inventor of FM; Thomas F. McNulty, WMCP, Baltimore.

Second row—Robert F. Wolfe, WFRO-FM Fremont, Ohio; Emil J. Hodel, WCFC Beckley, W. Va.; David G. Taft, WCTS Cincinnati; Everett L. Dillard, WASH Washington, retiring president; E. Z. Jones, WBBB-FM Burlington, N. C.

Back row—David Cook of Stromberg-Carlson, representing Lee McCanne, vice president, Stromberg-Carlson; Edward Wheeler, WEAW Evanston, Ill.; Ben Strouse, WWDC-FM Washington, D. C.; Matthew Bonebrake, KOCY-FM Oklahoma City, and Leonard Marks, FMA general counsel. Dr. Armstrong and Mr. Marks are not board members.

Directors not pictured are Dr. C. M. Jansky, FMA engineering consultant, and Morris Novik, Unity Broadcasting Corp.

FM PROMOTION

Board to Study Basic Plan Next Session

FRAMEWORK for a two-year station-manufacturer-dealer campaign, to promote FM on a nationwide basis, will be submitted to the next FM Assn. board meeting by Bill Bailey, FMA executive director. Outline of the plan was given the FMA convention in Chicago, Sept. 27-29.

If FMA members live up to pledges and promises volunteered at Chicago, the two-year project will get under way early next year. It was endorsed by convention vote but not acted on by the board. The members quickly absorbed a deficit of several thousand dollars at the convention and indicated they would support FMA's activities [BROADCASTING, Oct. 4].

The new president, William E. Ware, KFMX Council Bluffs, Iowa, was directed by the board to set up three new committees. They will promote activities of members having newspaper affiliations, cooperate with set and equipment manufacturers and expand functions of non-commercial stations.

Manufacturers, under revised bylaws approved at the convention, now must have at least three members on the board. As a move to develop dealer FM activities, FMA voted to accept dealer associate memberships at $25 a year, but a lower fee may be considered at the next board session.

A number of technical refinements in FMA's by-laws were adopted by the membership. Language covering election of officers by the board was made more definite, specifying that officers be elected at the first board session following a membership meeting, and take office immediately.

The section covering the executive director states, definitely, that the officer is responsible to the board. He is given added authority to choose staff employes, fix salaries and prescribe duties, while still serving as ex officio assistant secretary and assistant treasurer.

Paragraphs were added to cover appointment by the board of a general counsel and engineering counsel.

A section covering the executive committee of five was rewritten to specify that at least two be actively engaged in FM manufacturing. Except for emergency actions, the committee's work must be ratified by a board majority. This can be done by mail. Named members of the executive committee were Mr. Ware, E. Z. Jones, WBBB-FM Burlington, N. C.; Everett L. Dillard, WASH Washington, former FMA president; C. M. Jansky Jr., Jansky & Bailey; Ben Strouse, WWDC-FM Washington.

The president, or the executive director, acting on his behalf, can call a meeting of the executive committee.

Paragraph covering board powers was revised to turn over staff control to the executive director. The presidential duties were changed to remove his designation as executive officer of the association.

Dues can be paid monthly, on a fiscal-year basis, by active members enrolled prior to Jan. 1, 1949, under the revised by-laws. A section covering amendment of by-laws specifies a ballot or roll-call tabulation of the membership. FMA's rolls now show 268 members.

ELEMENTARY and advanced radio workshops in preparation of FM programs are being offered for fall semester by U. of California. Extension classes are conducted in studio of KCRW Santa Monica. Mrs. Gene Nielson Owen, director of station, is instructor.

WJLD Takes Gra
Denial to Cou

A CHARGE that FCC gra
an application which didn't le
ly exist was before the U. S. C
of Appeals for the District
Columbia last week in an ap
filed by WJLD Bessemer, Ala.,
its 850-kc fight with WTNB
mingham.

WJLD, whose application
the frequency was denied w
WTNB's was granted [BROADCA
ING, Dec. 15, 1947], maintains t
Thomas N. Beach, owner
WTNB, swore to his applicat
before engineering portions
been completed. Consequently,
appeal charges, "there never
a valid application filed with
Commission by Beach."

WJLD raised the same cont
tions—unsuccessfully—during
proceedings before the Comm
sion.

The appeal also charges t
FCC's preference of WTNB on
basis of program plans is "a f
of censorship forbidden by
statute."

It argues that WJLD sho
have been preferred from
standpoint of Owner Geo
Johnston's knowledge of stat
operations, the extent of his p
ticipation in station affairs,
financial success of his station.

In the FCC proceeding, WT
won a grant for 850 kc with 5
day and 1 kw night in lieu of 1
kc with 250 w. WJLD was seek
the same facilities to replace
present 1400 kc with 250
WJLD's appeal was filed
Franklin K. Lane and Orville
Walburn, Washington coun
FCC has 25 days in which to
its brief. WTNB may interv
in defense of the grant.

UN Offers Two Record
Broadcasts for UN D

THE UNITED Nations Radio
vision, Lake Success, N. Y., is
fering two short recorded progra
to all interested stations for
on UN Day, Oct. 24. The di
which run 13½ minutes, may
broadcast in their entirety or
cerpted. The programs are *Rep
From the United Nations* and *Thi
on These Things.*

Meanwhile Ted Cott, WNE
New York vice president and cha
man of the NAB Independent S
tions Committee, is urging stati
to use the following station bre
or a variation on UN Day: "T
Is Station ———, U. S. A.—Me
ber of the United Nations."

New BMI Tune

BMI has published a new t
called "Just for the Ride," writt
by Wade Barnes, Dallas mana
of NBC Radio Recording, with
assistance of Louis Breault, pu
service director, WFAA Dall
Song is termed "a natural
broadcasters" by Carl Haver
BMI president.

On All Accounts

(Continued from page 10)

Malcolm-Howard, shot from the edition of an obscure local bot- ing concern to that of a national franchise holder in two years, operating distributing centers in cities. Production stagnated during the war because of sugar shortages, but in the post-war period has increased so that another 40 cities have been added.

Before the war, Dad's Root Beer was rated No. 3 by soft-drinkers all over the country, second only to the two colas, which we don't mention!" Art said. "This was true in almost every market, and is attributable mainly to successful radio advertising after the first year we handled the account."

Art, who manages the account, devised for it the first known singing commercial, using the psychological technique of repetition mixed with rhythm. The root beer is sold by spot radio only—"no programming has ever been used"—and now 65% of the firm's budget is allocated to broadcasting.

In addition to Dad's, Art manages accounts for Legion Ice Cream, Mrs. Klein's Potato Chips and the Chicago Coliseum. On Sept. 12 he outlined the Rubin's Clothing Store sponsorship of the first simultaneous AM-TV-FM broadcast in Chicago, with its *Stars of Tomorrow* amateur show (7 to 8:30 p.m. CST) on WGN, WGN-TV and WGNB, *Chicago Tribune* stations. Major radio accounts also include Newart's, Holland's and Joy Candy, which uses commercials extensively before certain holidays—Christmas, Mother's Day, Easter. Most of these accounts buy time locally.

Other Malcolm-Howard originating accounts which the agency still services are Clinton Watch, Legion Ice Cream and Cimino Wines.

Largest radio account after Dad's is the Chicago Coliseum, huge amphitheater used for exhibitions, ice shows, bicycle races, rodeos and horse shows. From Sept. 18 through 26 it was site of the National Television and Electrical Living Show, for which Art handled the intense promotional activity and public relations.

Television is one of his pet projects, and he is a charter member and director of the Chicago Television Council, for which he serves as chairman of the program and speakers committee.

While contemplating heightened activity in video, Art now supervises five active TV accounts: Rubin's, with its WGN-TV program; Dad's WBKB Chicago (Balaban and Katz) spots; Cook County Motors, WBKB spots, and *Passtime*, booklet to Chicago amusement centers offered by the Woodlawn (Ill.) Lions Club, now being tested on WBKB after an extensive newspaper and AM campaign. Cook County Motors, sponsoring news four times weekly on the video station, was scheduled to begin *Football Scoreboard* each Saturday after the football games.

As for his spare time, Art just mulls and mutters over the fact that he has none.

SPONSORED NEWSCAST IS AMENDED BY CBC

REGULATIONS regarding commercial sponsorship of newscasts were changed by the Canadian Broadcasting Corp. at its board of governors' meeting in Halifax, Sept. 24, to allow commercial announcements at beginning and end of newscasts. Request for change was made by Canadian Association of Broadcasters, represented by James Allard, general manager.

The regulations were amended to read: "There shall be no commercial announcement between the beginning and end of a newscast." In announcing the change in the regulations the CBS board said it "felt concern about the amount of commercial material associated with newscasts on private stations and planned to keep a close check on the situation." Previously the regulation permitted advertising relating to the sponsor's product or service at the beginning of a newscast, but limited the closing announcement to mention of the sponsor's name only and the news source. The new policy will become effective Nov. 1.

GATES
100% EQUIPMENT SOURCE
Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.
Make Gates your *one* source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.
TELEPHONES: IN QUINCY 522
IN WASHINGTON MET. 0522
Gates Radio Company
Quincy Illinois

News

TOM MOOREHEAD, sports director at WFIL Philadelphia, and HOWARD JONES, heard on WFIL's weekday "Farmer Jones" program, have received radio blue ribbon awards from New Jersey State Fair at Trenton.

RICHARD E. BURRIS has joined news staff of WJR Detroit.

BRUCE HAYWARD, newscaster on KWK St. Louis, is the father of a boy.

GENE BARRY, news man of WEBR Buffalo, N. Y., is the father of a boy.

Johnson to Be on Ballot By Supreme Court Ruling

CULMINATING a series of legal clashes, the U. S. Supreme Court last Tuesday upheld Justice Hugo Black's order insuring Rep. Lyndon B. Johnson's spot on the Texas election ballot as Democratic nominee for the U. S. Senate.

The Supreme Court announced it had refused to vacate Justice Black's order reversing a Texas federal district court injunction banning Rep. Johnson's name from the ballot.

Coke R. Stevenson, opponent of Rep. Johnson, had been awarded the lower court injunction after Rep. Johnson had been adjudged winner by 87 votes. Rep. Johnson's wife, Claudia, is owner of KTBC Austin.

Charles Jordan to Head Texas' AP Radio Assn.

CHARLES JORDAN, vice president and general manager of the Texas State Network, Fort Worth, was elected president of the new Texas Associated Press Broadcasters Assn., which was organized Oct. 3 in Fort Worth.

Officers are scheduled to meet soon to name a group of regional liaison men to coordinate sectional viewpoints within the state. About 75 stations were represented.

Other officers elected were Joseph M. Leonard Jr., KGAF Gainesville, vice president, and James Alderman, WRR Dallas, secretary-treasurer. Al Stine, AP Midwest field representative at Kansas City, and Frank H. King, AP's Dallas bureau chief, assisted at the meeting.

Tower of KIBH Seward Destroyed by High Wind

OPENING of KIBH Seward, Alaska, was delayed temporarily when winds of hurricane proportions destroyed the tower. The station was slated to start operation Oct. 1

KIBH is a member of the Alaska Broadcasting System. The network's relay station in Anchorage, KOQL, has started broadcasting 18 hours daily and its reception throughout the area is being checked. ABS is represented by Pan American Broadcasting Co., New York.

KFMB
(AND KFMB-FM)
sells
SAN DIEGO
KFMB SELLS SAN DIEGO FROM THE "INSIDE" — MOVES YOUR PRODUCT IN — AND MOVES IT OUT . . . FAST!
1000 watts 550 kc
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

ASK YOUR PETRY MAN
About Availabilities in the
YANKEE NETWORK
News Service Editions at
8 A.M. ★ 1 P.M.
6 P.M. ★ 11 P.M.
THE YANKEE NETWORK, INC.
Member Mutual Broadcasting System
21 BROOKLINE AVE., BOSTON 15, MASS.
Represented Nationally by EDWARD PETRY & CO. INC.

Something to Crow About!

Successive B.B.M. Reports give CFCY the largest weekly circulation of any commercial station east of Montreal

Ask: Weed & Co.

All-Canada Radio Facilities

CFCY

CHARLOTTETOWN, P.E.I.

SPEARHEADING THE PROGRESS OF FM

WASHington D.C.

RADIO'S BEST BUY IN THE NATION'S CAPITAL

WASH FM

EVERETT L. DILLARD GEN. MGR.

1319 F STREET, N.W.

INITIAL industry-wide Television Forum series, inaugurated Sept. 15 by Screen Publicists Guild, Hollywood, was well attended by West Coast video leaders. L to r: Richard Goggin, ABC's Hollywood program director; Ronald Oxford, executive producer, KFI-TV Los Angeles; Hal Bock, NBC Hollwood television chief; Mal Boyd, chairman-moderator of panel; Don Hine, film editor, Don Lee Television, and Klaus Landsberg, general manager, KTLA Hollywood. Series is designed for members of radio and motion picture guilds.

Video Implements Radio, Says Baker

"TELEVISION will not kill radio and the motion picture any more than radio killed the phonograph record or motion picture business." That statement was the crux of a talk by Dr. W. R. G. Baker, General Electric vice president and head of the electronics department, to 120 key radio and television distributors at an Electronics Park conference Oct. 1.

He said that although the impact of television is having a retarding effect upon the sale of expensive radio - phonograph combinations, prospects for the receiver business generally have not been impaired.

In fact, Dr. Baker added, this retarding effect may "turn to an advantage, since it offers the opportunity of replacing existing combinations with an instrument providing all the services—an entertainment center."

The need for secondary receivers will still exist, he continued, with perhaps an increase in demand for table models, portables, clock sets and other specialty receivers.

"The broadcast networks will not give up to television without a battle," Dr. Baker told the group. "We may expect better broadcast programs in order to hold the attention of the listening public."

WCRO-FM Cancellation

THE construction permit of WCRO-FM Johnstown, Pa., was cancelled two weeks ago by the FCC at the request of the permittee because it was unable to find a suitable site for a tower and transmitter [BROADCASTING, Oct. 4]. A representative of the station stated they are still definitely interested in FM and when a site can be obtained a new application will be filed for FM facilities at Johnstown. Negotiations are still underway for a site, he said, but the station did not feel it was proper to ask for another extension of the grant.

REGIONAL NET STARTS IN UPSTATE NEW YORK

UNION Broadcasting System, subsidiary of the Governor Dongan Broadcasting Corp., WOKO Albany, N. Y., licensee, began programming Oct. 4. First two affiliates to take service from WOKO are WWSC Glens Falls, N. Y., and WCSS Amsterdam, N. Y.

Cost of lines, talent, sales effort and promotion is shared by all affiliates of the new regional network, and the combination rate represents a deliberate price concession on the part of each affiliate, according to James Healey, president of the network.

Gradual expansion of UBS is planned, and it is anticipated that stations in Pittsfield, Mass., and Kingston and Utica, N. Y., will join the network by Nov. 1, Mr. Healey said. He added that Lorenzen & Thompson Inc., national representative for WOKO, WWSC and WCSS, probably will represent UBS also.

ADVANCE radio plans for VD Treatment Educational Campaign to run in New York, Nov. 8 to Dec. 7. were outlined recently by Morris Novik, radio chairman, to luncheon meeting of representatives of all the city's stations, who were given copies of all scripts, transcriptions and announcements to be used.

Iowa Is Added to Sta... Having AP Radio Grou...

REPRESENTATIVES of I... stations receiving Associated P... news reports have organized ... Iowa AP Broadcasters, accor... to an Oct. 4 announcement ... Oliver Gramling, AP presiden...

On the executive committee a... Paul Loyet, vice president ... resident manager of WHO ... Moines, chairman; Ben Sand... KICD Spencer; Jim Borma... WMT Cedar Rapids, and Ra... Childs, KMA Shenandoah. T... were chosen unanimously at ... suggestion of a nominating c... mittee composed of Bill Cro... KDEC Decorah; Art Ba... WSUI Iowa City, and Herb O... KGLO Mason City.

A committee to study AP n... reports to stations was form... with Chuck Miller, KRNT ... Moines, as chairman.

Allied Arts

MRS. B. EATON LAWRENCE has quired sole ownership of Law... Productions, Hollywood (radio p... duction company) with purchase ... half interest of her partner, J. H. JO... STON. Company name has been cha... to Lawrence Productions.

RUTH ANNABLE, former art and p... duction director for Bullock's, Los A... geles (department store chain), ... opened placement office and regi... for artists in that city under her o... name. Offices are at 623 S. Westmo... land Ave.

T. A. PURCELL has been appoin... manager of Providence, R. I., office... Graybar Electric Co. Inc. He succe... ELLIOTT LUM, retired. Mr. Purcell ... been with Graybar for 18 years.

JOHN A. MIGUEL Jr. has been ... pointed Far Eastern regional direc... for RCA. Previous to this appointm... Mr. Miguel was general manager ... RCA Victor Mexicana, RCA's associa... company in Mexico.

JOHN G. FULLER, former head ... sales promotion, Lens Div., Ameri... Optical Co., Southbridge, Mass., ... been appointed television section ... rector, Hile-Damroth, New York.

LOREN RYDER, head of Paramo... Pictures sound department, is form... company to handle 16 mm. proces... from camera to release printing. T... will make possible service in one p... for independent television and ... producers.

READING, PA.—69th U. S. MARKET

HAS AN EFFECTIVE BUYING INCOME OF

$268,508,000 *

REACH THIS AUDIENCE MOST ECONOMICALLY WITH THE STATION THAT PROMOTES AND SELLS YOUR PRODUCTS

AFFILIATED WITH Columbia Broadcasting System

WHUM

NATIONAL REPRESENTATIVE WEED & CO.

* Sales Management—May 10, 1947

New Business

(Continued from page 12)

J. La ROCHE & Co., Los Angeles, appointed by KMPC that city, to handle advertising and promotion.

LEWIS FOOD Co., Los Angeles (Dr. Ross dog & cat food), appoints Pocket & Lauritzen, same city, to handle advertising. Company, which sponsors *Free for All* and segment of *Meet the Missus* on many CBS stations, will continue same schedule.

GUNTHER BREWING Co., Baltimore, Md., appoints Ruthrauff & Ryan, New York, to handle advertising of Gunther Premium Dry Lager. Gunther will continue to use radio.

FAMILY KITCHEN PRODUCTS Co., Los Angeles (pastry mixes), appoints Botsford, Constantine & Gardner, same city, to handle advertising. Radio participations are planned.

GARDEN FARMS Co., Los Angeles (dairy products), purchases quarter-hour transcribed *Sleepy Joe* children's series to be placed on 15 Oregon and Washington stations sometime in October. Contract is for 52 weeks. Agency: Allied Adv., Los Angeles.

BROMMER'S BEER to sponsor Tuesday night wrestling matches over WNBT New York. Agency is Federal Adv. Inc., New York.

BRODIE & HARVIE Ltd., Montreal (flour) renewed to March 23, *Radio Charades* on CKAC Monteal, and CHRC Quebec, Wed. 8:30-8:55 p.m. Agency: J. J. Gibbons Ltd., Montreal.

DR. J. L. LAMBERT Ltd., Montreal (medicinal) renewed to March 31, *Memoires Dr. Lambert* on CKAC Montreal, CHRC Quebec, Thurs. 8-8:30 p.m. Agency: J. E. Huot, Montreal

ED SCHUSTER AND Co. Inc. (Milwaukee department stores) has taken sponsorship of *Philco Football Highlights*, at approximately 9:30 p.m. Fri. on WTMJ-TV Milwaukee, following high school football games. Agency: Cramer-Krasselt, Milwaukee.

Network Accounts • • •

GEORGE A. HORMEL & Co. (food products), Austin, Minn., added its *Hormel's Girls Corps*, Saturdays, 11 to 11:30 p.m. (EST), to 58 stations in Mutual's Southwest group, making total of 105. All-girl band and choral group was heard first last spring on Don Lee Network, and was later expanded to include Midwest and Mountain districts of MBS. Hormel Agency is BBDO, Minneapolis.

BEECK & KADE Inc., New York (Pertussin, cough remedy), will advertise each Mon., Wed. and Fri. for 26 weeks on 1:00 p.m. edition of Yankee Network News over WNAC Boston, and 22 Yankee Network stations.

MARY LEE TAYLOR SHOW, now on CBS, moves to NBC Sat., Oct. 23, 10-10:30 a.m., to begin its 15th season on air. Show is sponsored by Pet Milk Sales Corp., through Gardner Agency, New York.

Adpeople • • •

ROBERT BENNET, sales and advertising manager of Maxwell House Div. of General Foods Corp., is in Hollywood from New York in connection with start of *Jack Carson Show* on CBS for Sanka Coffee.

It takes four—the four audiences guaranteed by WBNX—English, Yiddish, German, Italian—to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of *all* listeners . . . reaches all the people you want to sell in this multi-language area.

Education Station Survey Available

A STUDY of 18 of the 65 educationally owned and operated stations giving service in 1947 has been released by the National Assn. of Educational Broadcasters. The survey was prepared by George Willeford, graduate student in the radio department of the U. of Indiana.

Although only 18 stations are covered, the survey gives a "cross-section" of the operation of college, university and board of education owned stations. The survey points out, however, that the results are not intended to present a necessarily desirable or approved set of standards for educational stations.

Of the 18 stations covered, 12 are AM and six FM. AM station power runs from 100 w to 5 kw and all but two of them are daytime only stations. The FM outlets range in power from 250 w to 18 kw.

Average operation is shown as eight hours daily—with a minimum of two hours and a maximum of 16½ hours.

Salary also showed a wide variation, running from $3,600 to $10,000 a year for managers. The average for managers is $5,580 with other high pay personnel including the program director, farm director, chief engineer and school program director. A large percentage of these people hold one or more college degrees and their experience in radio is high—managers average 13.3 years and chief engineers 10.6 years experience.

Thirteen of the stations offer "extremely specialized" programs to some degree and a majority devote considerable time to semi-classical and classical music.

Engineering equipment, in general, is modern and the average number of studios is between three and four per station. All but one station indicated use of wire or tape recordings. Twelve of the stations have their own news wires and all but two are on an exclusive basis.

Fifteen of the stations indicated an interest in a national educational network but doubt was expressed as to its practicality.

Copies of the study are available at 25c a copy to NAEB members and $1.00 for non-members. Requests should be addressed to NAEB, WOI Ames, Iowa.

KFAR, KENI Join MBS

TWO ALASKAN stations, KFAR Fairbanks (10 kw on 660 kc) and KENI Anchorage (5 kw on 550 kc) became affiliates of MBS Oct. 1. Both stations are operated by the Midnight Sun Broadcasting Co., owned by Capt. Austin E. Lathrop, Alaskan industrialist.

JOEL KUPPERMAN, mathematician on "Quiz Kids" (Miles Labs., Alka-Seltzer, One-A-Day vitamins) has earned medal from Chicago Park District after winning city-wide championship chess tourney.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

JOHN ELMER, *President*
GEORGE H. ROEDER
General Manager

Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

THE INCOME OF THIS TYPICAL WKIC LISTENER IS UP

215% since 1939

139% MORE THAN THE AVERAGE NON-MANUFACTURING INDUSTRIAL WORKER'S WAGE.

Want Him For a Customer?

WKIC

"The Voice of the Coalfield"
HAZARD, KY.
Represented by: T. F. CLARK CO.

Hon. E. H. Brown
E. H. Brown Adv. Co.
Chicago, Ill.

Dear E. H.:

WCHS broadcast interviews with th' GE walkin'-talkin' refrigerator last week . . . it rolled around, doors swingin' open an' shut talkin' up a storm . . . Grandpa "Spicious" Algy got excited an' aimed his coon gun sayin' "Don't be skeert folks, I've got th' critter covered . . . I 'spect that's a good way t' describe WCHS . . . If'n yer figern on advertisin' in Wes' Virginia . . . don't be worried . . . use WCHS . . . WCHS covers th' entire area 'round Charleston with 5000 watts at 580 an' CBS.

yrs.
Algy

WCHS
Charleston W. Va.

ADLEW'S GREATEST WATCH VALUE

17 JEWEL • 2 PUSH BUTTON
CHRONOGRAPH

A Treasured Lifetime Gift

"4-in-1" Precision Instrument of Unvarying Accuracy. • Incabloc Shock Resistant Feature, Sweep Second Hand, Anti-Magnetic, Radium Dial, Stainless Steel Back, Unbreakable Crystal.

MAIL ORDERS promptly filled. Shipped C.O.D. or send check or money order. Address all mail orders to: ADLEW JEWELERS, 152 W. 42 St., N. Y. 18 (Dept.128)

$29.75 plus 10% tax
(formerly $71.50)

IDEAL for use in sports, sciences, engineering, medicine, photography, radio, aviation.

Also available in 18K Gold Case — $64.50 plus 10% tax (formerly $125).

OUR FAMOUS GUARANTEE
MONEY BACK IN 10 DAYS
if not satisfied for any reason

Adlew JEWELERS
117 W. 42 St. • New York 18

Technical

CAMERON G. PIERCE has joined TV staff of ABC's Western division engineering department. Mr. Pierce was formerly with General Electric.

ALFRED KOEPP, of engineering staff of WTOL Toledo, Ohio, and **BOBBIE KNAGGS,** of station's continuity staff, are to be married Nov. 13.

ROBERT BAIRD, has joined KWSC Pullman, Wash., as chief engineer.

PETER CHILONI, formerly with WMOU Berlin, N. H., has joined WGAT Utica, N. Y., as an engineer.

GEORGE PETTERSON, facilities manager at WGN-TV Chicago, was married Oct. 2 to Eleanor Layden.

DR. PETER C. GOLDMARK, CBS director of engineering research and development, is author of an article on "Future of Science," appearing in "American Magazine" for October.

SIX newcomers have been added to staff of KFI-TV Los Angeles, and three transferred there from KFI. **DEAN L. DeMOSS, WALLACE B. DREESSEN, CHARLES W. LaFORCE Jr., EARL A. WILKINSON** and **PHILIP H. WRAY,** have joined engineering staff; **OLGA COURTNEY** has joined art staff. Those transferred to television engineering staff are **DEAN MARTIN, SAM ROLEY** and **GEORGE TOKAR.**

IRWIN H. DEMSKY, WHLI New York engineer, is the father of a girl.

GENERAL ELECTRIC Co. announces production of phonograph attachment to play microgroove records. Designed to plug into phonograph jack of two of company's radio-phonograph combinations (models 118 and 119), new unit will list for $19.95 in East. Unit can be attached to other phonograph sets. Company also announces production of new self-charging portable radio, to list for $79.95 in East as against $99.50 for selfcharging portable introduced by company more than a year ago.

WALCO SALES Co., East Orange, N. J., has developed new type of television glare filter, which reduces eye strain and excessive glare from direct view television screens. New filter is called Walco Tele-Vue Filter, and is composed of a specially treated plastic material which increases definition and contrast of television images, while reducing brightness of the light. Prices of new filter range from $2.95 to $6.95, depending on size of set.

SOUND APPARATUS Co., New York, has announced production of a new recording sound analyzer. Instrument analyzes complex wave from 25 to 7500 c. p. s., and is especially useful for rapid and exacting analyses and studies of complex sounds, vibrations and other complex voltages, eliminating point-by-point plotting of these curves. Instrument is portable and especially adaptable for field and laboratory use. Recorder is separately usable as a sound, power or voltage level recorder.

NAB Corrects Data

REVENUE of the U. S. broadcasting industry will increase from $357,000,000 to $383,800,00 this year, instead of 383,000,000 as originally announced Oct. 1 by NAB [BROADCASTING, Oct. 4]. NAB also corrected its figure for station revenue in 1948, increasing the gross from $286,800,000 to $296,800,000.

WSOU-FM South Orange, N. J., (89.5 mc) broadcasting to metropolitan New York area from Seton Hall College has increased its power form 250 w to 1 kw, and is now transmitting over recently completed 250 foot antenna on the South Orange campus.

New Jersey State Fair Blue Ribbon Radio Award as "Television's outstanding young singer of 1948" was presented to Alan Dale, DuMont baritone, on his Sept. 29 show, by Chris Cabot, queen of the fair. "The Alan Dale Show" is telecast, Wed., 6:45-7:00 p.m.

Feature

(Continued from page 10)

from Albany to Buffalo.

Main programming policy of the network is to give farmers the information and entertainment they want—when they want it. Robert Child, from GE's WGY Schenectady, is head of the program department and brings to the network many years of experience as director of farm programs.

Special effort is made by the network to present programs at a time when they will reach the desired audience. Women's programs are carried at 1 p.m. rather than 2 p.m., when chores usually occupy the time of farm women. The man of the house is reached between noon and 1 p.m. Programs for children come on about 4:45 p.m.

The network programs highlight fine music and straight reading of carefully selected stories. Bonafide farmers and experts from the 10 sponsoring farm organizations discuss farmers' problems daily. Children's programs specialize in dramatizations of such books as *Treasure Island* for one age group, and interviews covering farm youth projects for another age level. Programs slanted for Saturday night dances and other gatherings also are presented. Market reports are carried throughout the day and any program may be interrupted at any time for a newsworthy report on markets or weather.

Remote Pickups

A trailer for remote pick ups makes it possible for RRN to present programs covering county fairs, on-the-spot farm broadcasts, farm organization meetings and other events. The boast of the network is that "there is no pasture in New York State which is not a broadcast point for our network."

The trailer, called a Nemo, was designed by GE and RRN engineers and contains a two-way radio, 3-kw gasoline-powered generator, public address system and wire recorder.

During installation of the network, GE two-way communications equipment was in use. Later, some of the units were modified to permit their use as remote pick-up gear. Jeeps and other mobile equipment also are equipped with two-way radios.

The engineering staff of 19 technicians is headed by Donald deNeuf, chief engineer. Two of engineers are located at each station in the network, three are engineers traveling in the truck and Jeeps and four handle master control at headquarters.

Each transmitter has a rain gauge and wind-direction velocity instrument on the roof. These, combined with other instruments, will make available to the U. S. Weather Bureau at Albany regular meteorological observations.

Andrew Corp. Produci Micro-wave Relay Ite

ANDREW Corp., Chicago, nounced last week that it has p duced and has available 2, 4 an foot parabolic antennas for b the 960 and 2,000 megacycle gions, together with constant pedance, low loss, dielectric tra mission line and fittings for mic wave relays.

Officials of the firm also nounced that a New York C office has been opened at Seventh Ave., with J. F. White district manager.

Turntable

ZIV TELEVISION Programs Inc., nounces sale of 46 feature films ABC. Films will be televised by A in New York, Chicago, Detroit, Angeles, San Francisco, Boston, Phi delphia and Washington.

RICHARD GILBERT has been pointed recording director for Mas works division of Columbia Reco Inc., and assistant to **G. LIEBERS** vice president in charge of division.

ALL-CANADA RADIO FACILITIES L Toronto, has obtained Canadian rig for the Mayfair Transcription Co., lywood, production "Damon Run Theatre."

MARIE AUER, senior woman at WB Chicago, resigned Oct. 1 from her w as electrical transcription operator. S was with station since February 1931.

"VIC" DIEHM SAYS:

It's No Bull

—when we say there's enough cows in Crawford County to make it THE leading dairy producing county in Pennsylvania. And Mr. Advertiser, now's the time to get your share of the CREAM! ($22,000,000 in retail sales in Meadville alone). And too, don't forget for one minute: We not only broadcast your shows . . . we promote them.

WMGW
Studios and Offices
First Nat'l Bank Bldg.
MEADVILLE, PA.

For further information write to
Vic Diehm c/o WMGW
or
Robt. Meeker Assoc.
521 Fifth Ave.
N. Y. C.

Kobak Gets a Mule

PRESENTATION of a Georgia mule to Edgar Kobak, president of MBS, featured a barbecue given for Mr. Kobak in Thomson, Ga., by Walter J. Brown, owner of WTWA Thomson, president of WTNT Augusta, Ga., and president and general manager of WORD Spartanburg, S. C. Townspeople of Thomson made small donations to buy the mule, which was led right into the gymnasium, covered with a Mutual blanket and promptly named "Mr. Mutual" by Mr. Kobak. All went well until the closing phase of the ceremony. The radio announcer describing the scene as Mr. Kobak led the mule away put it this way: "Mr. Kobak is now leading the mule out of the gymnasium—but he didn't lead him out soon enough!"

Former WSNY Staffers Charge Contract Breach

ALLEGING breach of contract, two former WSNY Schenectady, N. Y., sports broadcasters, Bill Carpenter and Ed Flynn, have instituted action against the Western Gateway Broadcasting Corp., WSNY licensee. In seeking damages Mr. Carpenter and Mr. Flynn claim, among other things, that the corporation breached an exclusive contract they had to broadcast 1948 games of the Schenectady Blue Jay baseball team of the Canadian-American league.

Mr. Flynn left WSNY last June to join the newly-formed George L. Nelson Inc., Schenectady advertising agency. Mr. Nelson, president of the agency, formerly was general manager and a director of WSNY.

Mr. Carpenter terminated his connection with WSNY in August and is now on the staff of WOKO Albany, N. Y. He and Mr. Flynn are represented by the Schenectady law firm of Gordon & Gordon.

Telestatus

(*Continued from page 18*)

tacularly, from 146 to 159 (Table VII).

Not shown in the tables accompanying this summary of the Rorabaugh TV report, but noteworthy among its details of the development of TV advertising, is evidence that the types of local TV advertising vary from city to city. Washington, for example, had six real estate firms using video air time during the September measured week, while, except for one realtor TV user in New Haven, no other city reported any use of television by this type of advertiser.

In Detroit, two politicians used video announcements to promote their candidacies for office in that city.

TABLE VI
Video Air Time—Week of September 5-11
(Commercial)

	Hrs-Min	Percent
Programs	262:34	94.4
Announcements	15:27	5.6
	278:01	100 %

TABLE VII
Breakdown of TV Advertisers by Sponsorship of Programs or Announcements September 5-11

Breakdown of Advertiser	Number Sponsoring Programs	Number Sponsoring Announcement	Total
Network	21	—	21
Spot	60	67	127*
Local	78	168	246*
TOTAL	159	235	394*

*Slightly more than actual number as some advertisers sponsor both programs and announcements.

TV Is Stage Show Advises Underhill

VISUALIZE every television show as a stage presentation rather than as a program, advised Charles M. Underhill, CBS-TV program director, at the American Television Society last Tuesday. The ATS was holding its first luncheon meeting of the season at the Astor Hotel, New York.

He also told the group to schedule for the good of the industry rather than for the individual station or network, "with thought to preceding and following shows," offering viewers a free choice in a varied field.

Other speakers were Actor Walter Abel, television chairman of the Screen Actors Guild; Alexander Stronach, ABC-TV Eastern television program manager; Harvey Marlowe, program director, WPIX (TV) New York; George Greene, WATV (TV) Newark, program manager; James Caddigan, DuMont program director.

Tracing the history of other entertainment media, Mr. Abel labeled television a "free pass to entertainment, with the biggest bankroll in show business history behind it." He scoffed at predictions of Television Research Inst. that movie theatres will be empty by 1955, pointing out that movies didn't kill the theatre, nor radio the movies.

Each of the speakers outlined his television plans. Mr. Caddigan gave a fairly detailed synopsis of the full daytime television schedule of DuMont, which, he said, is at present a form of "television research," thus subject to many changes.

The meeting closed with appointment of new committees, chairmen of which follow:

David Halpern, Owen & Chapell, programs; Emerson Yorke, Emerson Yorke Assoc., films; James L. Caddigan, DuMont, and Samuel Tabak, Film Guide, programming; Ernest Marx, DuMont, allied arts; George Shupert, Paramount Pictures, membership; A. U. Braunfeld, treasurer of ATS, finance; Dan Halpin, RCA, affiliates; Edwin F. England, NBC, research; M. E. Strieby, AT&T, technical; Jack Glenn, "March of Time," publicity; Halsey Barrett, DuMont. ATS vice president, membership.

Britain's TV Bid

CLAIMING to have the world's best and most economical television system, Britain's radio industry is preparing to bid for business in overseas countries, it was announced at a recent London press conference. The first step will be to ship transmitters abroad, upon request, for demonstrations. Lord Trefgarne, chairman of Britain's Television Advisory Committee, told newsmen that "any country pinning its faith to the British system (405-line) will be putting itself in the most favorable position to take advantage of future development."

LAST CHANCE to...
RECEIVE FREE
BROADCASTING
260-page
MARKETBOOK
Offer expires week of Oct. 11

If you are a BROADCASTING subscriber on Oct. 11, or if your subscription is received during this week of Oct. 11 you will receive as a bonus, a *free* copy of this fact-packed MARKETBOOK. This volume comes with your regular weekly edition securely wrapped in a heavy-duty envelope.

SELLS SEPARATELY FOR $1.00

NOW... and until the end of this week a regular subscription to BROADCASTING includes:

- $5.00 Yearbook-1949
- $1.00 MARKETBOOK
- 52 weekly issues

all for $7

MAIL COUPON TODAY

HA-7

BROADCASTING MAGAZINE
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

YES, enter my subscription now so I'll get the 1949 MARKETBOOK, 1949 Yearbook (published in February) and the next 52 weekly issues.

1 YEAR ☐ $7 2 YEARS ☐ $12
Add $1 a year for Canadian or foreign postage
☐ BILL ME

NAME _____ TITLE _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____
• 52 WEEKLY ISSUES AND 1949 YEARBOOK •

MARKETBOOK Special

ROCKFORD, ILLINOIS
CONSISTENTLY
leads the state in percentage gains in retail sales and services
WROK
is ROCKFORD'S ONLY Station
An ABC Affiliate ☆ Headley Reed—Nat'l Reps.

Production

TO LAUNCH "New York Philharmonic Symphony" series (starting Oct. 10, 3-4:30 p.m.) WTOP Washington is scheduling local program that leads directly into CBS network broadcasts, and is buying time on WQQW, "good music" station in Washington, to promote the WTOP-CBS program. Leading program will feature Paul Hume, music critic for "Washington Post," who will discuss musical forms, instruments (with recorded and live demonstrations), composers and trends in easy, layman's language. In final five minutes of 2:45-3:00 p.m. program Mr. Hume will annotate program to be played that afternoon by Philharmonic. WTOP also plans own schedule of promotion announcements.

Mike Might

MICROPHONES are, appropriately enough, theme of WBT Charlotte, N. C., promotion folder. Folder states that "WBT Blows Its Top" event occurred when station discovered its Hooper rating just didn't rate for 9-10 a.m. segment. At least a 57% wasn't much of lead over network show aired at same time. So, WBT started its own "What's Cookin'?" for that hour and now, folder states, station has 172% lead.

Name Foundling

AS AUDIENCE promotion, NBC's Gildersleeve is conducting contest for suitable name to be given foundling character on his program. Twenty Ford automobiles will go to listeners submitting best names for newest member of Gildersleeve household. Four cars are to be offered each week for five weeks and top winner also will receive $1,000 in cash. Other cash and merchandise prizes will number 700.

'Grocery Modernization'

VERITABLE bible of grocery information, from placement of slow-moving merchandise to cutting down store noise, has been offered to midwest retail grocers through facilities of WLW Cincinnati, merchandising department. Printed in eight four-page supplements, publication is inserted in heavy grey paper folder bearing title "Grocery Modernization." Limited number of folders are available to grocers who may have missed part of entire series, printed initially as monthly supplements to WLW's "Grocery Buy-Way," from October, 1947 through June, 1948.

Guesswork Eliminated

LISTENERS to WOV New York are getting all fish in sea because station's five "Audited Audiences" "Take the Guess Out of Buying." Feature gives sponsors basic factual information on specific listening groups, "where they live and shop; what they earn, spend and buy; what they like and dislike; the average size of their families, and what they plan for tomorrow."

County Fair

VISITORS to Allegheny County Free Fair saw KDKA Pittsburgh, Pa., in action. Station covered fair's major events and personalities, gave listeners a chance to hear themselves on radio and originated special Ralph Edwards ("Truth or Consequences") broadcast. In addition, station gave away hats to visitors to keep sun out of their eyes.

Pikes Peak

COLORADO SPRINGS Transit Co. has joined with KRDO Colorado Springs, Colo., to give Pikes Peak Region more complete coverage of local events of interest. Few weeks ago KRDO gave Colorado Springs residents their first look at its new mobile studio, a converted city bus. "Bus" studio contains control room, interview studio, power unit, remote pick-up transmitters and wire recorders. Initial broadcast from mobile studio was description of arrival of pony express riders into Colorado Springs for "Pikes Peak or Bust Rodeo". Newest development in cooperative plan between KRDO and Colorado Springs Transit Co. is installation of radios tuned to KRDO in all Transit Co. busses.

'Campus Capers'

"CAMPUS CAPERS," program idea that combines entertainment, public service and commercial value, has been developed by KTOP Topeka, Kan. Program is built around Washburn U. Each week, a fraternity or sorority is saluted on program. Organization being saluted selects popular recordings for full hour show, and brief history of organization is included in program. In addition, campus news of interest to general listening public is used, building up Washburn football games, plays, concerts, etc. Show is heard from 11 a.m. to 12 noon Saturdays.

50,000 People

TALENT Contest sponsored by WINR Binghamton, N. Y. and Endicott-Johnson Corp. drew live audience of 50,000 people, station reports. Winners of contest went to New York on all-expense tour. Station states that because of size of crowd it was unable to get single picture of entire group, and that pictures that were taken could only be shots of small groups of audience.

'Don't Trust to Luck'

DEALERS of Mid- Continent Petroleum Corp. and KVOO Tulsa, Okla., are distributing little coins with slogan "Don't trust to Luck, Use D-X (gasoline) and hear all Tulsa Hurricane games over KVOO, John Henry, 1170 k.c.," on one side and complete Tulsa U. game schedule on other.

Music News

SALT Lake City music lovers are being kept informed about outstanding network and local musical programs by four-page booklet, "Advance Music News," being issued by KDYL Salt Lake City. Booklet is being sent, week in advance of programs, to all music supervisors and principals of local public schools, as well as to others who request it.

TV Bulletin

WEEKLY publication of television news bulletin, distributed to dealers, local and national agencies, has been started by KDYL-W6XIS Salt Lake City, Utah. Bulletin is mailed, with stations television program schedule for week, and contains resume of activities in industry, as well as pertinent facts about local programming and operation.

Welcome Home

BROADCAST to welcome home Lancaster, Pa.'s Olympics star, Barney Ewell, was recently featured over WLAN that city. Station not only broadcast reception and parade in honor of Barney, who placed second in the 100 and 200-meter races and was on the winning U. S. relay team, but also aired an interview with his wife. Barney and Barney Jr. sat in on the interview, conducted by Miss Adele Yablon, WLAN women's editor.

TV Promotion

ALL-OUT drive for city-wide promotion and advertising, heralding debut of WXYZ-TV, ABC's Detroit video outlet, was sparked by William J. Hendricks, promotion manager for new station and its AM and FM affiliates. Window displays and counter cards are being exhibited in more than 600 dealers' showrooms, following special briefing and TV closed-circuit preview at video clinic conducted by station. Because of success of newspaper campaigns before ABC television station openings in New York and Chicago, publicity in Detroit papers will be "lengthened and intesified," according to Ted Oberfelder, network promotion director.

Personnel

CARL GREENE, former program director at KSON San Diego, Calif., has been appointed publicity director at KAGH Pasadena, Calif.

LINWOOD T. PITMAN has returned to WCSH Portland, Me., as public relations director after 15 month leave of absence during which he served as Administrative Assistant to Gov. Horace Hildreth of Maine.

R. WILBUR SMITH, former commercial manager of WNOW York, Pa., has been named field representative covering upstate New York for FM-RRN with headquarters in Ithaca, N. Y. Network is now comprised of eight FM stations.

JOHN R. HURLEY, former television editor and columnist of the "Hollywood Reporter," has become assistant to **PAT CAMPBELL**, station relations director of Don Lee Bcstg. System. Mr. Hurley previously served in press department of CBS New York and as a feature writer for the "Chicago Sun."

BOB HARNETT, of Don Lee guest relations staff, has been promoted to assistant in program promotion department

ARTHUR C. SCHOFIELD, promotion manager of KYW Philadelphia since February 1946, has announced his resignation. Mr. Schofield, who came to KYW after completing an extensive market survey for WTAG Worcester, has made no announcement of his future plans.

STEVE LIBBY, promotion-publicity manager of WIS WIS-FM Columbia, S. C., is the father of a boy, Allan Winfield.

ABC's "Breakfast Club" (8 to 9 a.m. CST, Philco, General Mills for Kix, Swift) and "Ladies Be Seated" (2 to 2:30 p.m. CST, Quaker Oats, Toni Co.) moved Oct. 4 from ABC's Merchandise Mart audience studios to ABC's new Civic Studio, formerly Chicago Civic Theatre, in city's Opera Bldg., home of network's TV operations.

TWO MILLION VIDEO S… SALES SEEN FOR 19…

THE SALE of television receiv… may reach 2,000,000 during 194… the supply of picture tubes is a… quate, Ernest H. Vogel, mana… of marketing, Electronics Dep… ment, General Electric Co., tol… recent conference of radio and t… vision distributors at Syrac… N. Y.

Mr. Vogel predicted that sal… television receivers in 1949 w… reach approximately 1,600,000 … possibly 2,000,000 if there was … ample supply of picture tubes. … dustry-wide business in TV rec… ers during the next year w… amount to approximately $330,0… 000 at the factory level, he said.

Walter M. Skillman, manager … sales for GE's Receiver Divisi… estimated that 70% of the co… pany's radio-television dollar v… ume business next year will co… from video.

Equipment for long-playing r… ord phonographs will be instal… in a number of models schedu… for production this month and th… instruments should be on deal… floors in November, Mr. Skillm… said. He pointed out that a p… gram is being developed to per… owners of some standard line co… binations and all Musaphonics … have their record players conver… for micro-groove reproduction … a relatively low price.

Denver U. Script Conte… Ties in With Radio Wee…

A RADIO script contest, in c… junction with National Ra… Week, Nov. 16-20, is being h… by the U. of Denver for writ… of the Rocky Mountain region. … Russell Porter, director of Denv… U. radio activities, has announc… that $50 will be awarded the writ… of the 30-minute script which b… typifies the part radio plays … American life. The best 15-minu… script will win $35. Contest dea… line is Oct. 16. Prize-winni… scripts will be produced and … corded by the university for broa… cast during National Radio We…

Judges are Hugh Terry, Kl… Denver manager; Ken White, rad… editor of the *Denver Post*, a… Edna Anne Taylor, publicity … rector of the May Co.

California Time

ALTHOUGH California is curren… ly only two hours behind Ea… Coast time—it remained on Da… light Time because of the pow… shortage—network executives a… confident that a return to Standa… Time will come in January whe… the present California time law e… pires.

This is A WINDMILL

A primary essential to the farmer of the rich High Plains region, the windmill is the reliable means for a consistant water supply . . . just as K-TRIPLE-X is the reliable media for you in getting your share of the Bigger Farm Dollar in the High Plains wheat empire . . . coverage of the Kansas, Nebraska, and Colorado Wheat Belt in ONE purchase.

KXXX Your High Plains Station

Colby, Kansas

5000 Watts on 790 kc

Represented Nationally By RURAL RADIO CO.

WSTC and WSTC-FM

STAMFORD, CONN.

"The Gateway to New England"

ABC Affiliate

Representative J. P. McKINNEY & SON

FCC Actions

(Continued from page 73)

Applications Cont.:

WJNC Jacksonville, N. C.—Consent assignment of license to Lester L. Gould.

AM—1010 kc

WEAS Decatur, Ga. — CP increase power from 1 kw to 10 kw.

APPLICATION RETURNED

AM—540 kc

WTIP Charleston, W. Va.—CP change frequency from 1240 to 540 kc, increase power from 250 w to 1 kw. RETURNED Sept. 30.

October 6 Decisions . . .

DOCKET CASE ACTIONS

AM—1490 kc

Adopted order accepting new engineering proposal submitted Feb. 16 by Telecolor Corp., West Springfield, Mass., as amendment to its application, reopened record, made such amendment part thereof, and closed record. Adopted decision granting amended application of Telecolor Corp. for new station in West Springfield 1490 kc 5 w unl.

Argument Continued

Adopted order continuing oral argument scheduled Oct. 18 to 10:30 a.m. Nov. 5, in re applications of Scripps-Howard Radio Inc. and Cleveland Bcstg. Co., Cleveland, and granted each applicant one hour's time within which to present oral argument.

October 7 Applications . . .

ACCEPTED FOR FILING

License for CP

WHOS Decatur, Ala.—License to cover new standard station.

WTBC Tuscaloosa, Ala.—License to cover CP change frequency and install new vertical ant. with FM ant. mounted on top.

KCVR Lodi, Calif.—License to cover increase power and install new trans. and make changes in ground system.

WTCH Shawano, Wis.—License to cover CP new standard station and specify studio location as 111-113 E. Green Bay St.

AM—970 kc

WMOG Brunswick, Ga.—CP change frequency from 1490 to 970 kc, increase power from 250 w to 1 kw, install DA-1.

Assignment of License

WFRL Freeport, Ill.—Voluntary assignment of license from Vincent S. Barker and Gladys J. Barker, partners d/b as Freeport Bcstg. Co. to Freeport Bcstg. Co. Inc.

Modification of CP

WHDH Boston—Mod. CP increase power, etc., for extension of completion date.

KFDM Beaumont, Tex.—Mod. CP increase power, etc., for extension of completion date.

License Renewal

Applications filed for renewal of license of WTNJ Trenton, N. J.; KSFT Trinidad, Col.; KMBC-FM Kansas City, and WSBF (FM) South Bend, Ind.

CP to Reinstate

KOPP-FM Ogden, Utah—CP to reinstate CP which authorized new FM station which expired Sept. 12.

License for CP

WHBS-FM Huntsville, Ala.—License to cover CP for changes in FM station.

WMBD-FM Peoria, Ill.—Same.

KFSD-FM San Diego, Calif.—Same.

Modification of CP

KRMD-FM Shreveport, La.—Mod. CP new FM station to change ERP from 23 kw to 10.82 kw, ant. height above average terrain from 260 ft. to 247 ft.

KWOC-FM Poplar Bluff, Mo.—Resubmitted application for mod. CP new FM station to change ERP from 1 kw to 15.810 kw, ant. height above average terrain from 225 ft. to 190 ft.

KFI-FM Los Angeles—Mod. CP new FM station to change ant. height above average terrain from 2900 ft. to 3045 ft.

WMOB-FM Mobile, Ala.—Mod. CP new FM station for extension of completion date.

KWIK-FM Burbank, Calif.—Same.

KRFM Fresno, Calif.—Same.

KGO-FM San Francisco—Same.

WENR-FM Chicago—Same.

KWFM San Diego, Calif.—Same.

WXYZ-FM Detroit—Same.

MAJOR STATIONS of Buffalo were represented at the dinner given by executives of Sattler's Dept. Store, in connection with the Food Fair held by that Buffalo, organization. Guests and hosts included (l to r) I. R. Lounsberry, Nat Cohen, WGR; Hank Kelly, WBEN; R. A. Cornelius, Sattler's; Robert Thompson, WBEN; Si King, WEBR; Rev. Dr. Churchill, WKBW; Charles Hahn Jr., Sattler's; Roger Baker, WKBW; Dick Robbins, WHLD Niagara Falls; Aaron Rabow, Sattler's, and Bill Doerr, WEBR.

WIRE-FM Indianapolis—Same.
WENY-FM Elmira, N. Y.—Same.
WHEC-FM Rochester, N. Y.—Same.
WJMJ-FM Philadelphia—Same.
WCMI-FM Ashland, Ky.—Same.
WMIL Milwaukee—Same.
WNAM-FM Neenah, Wis.—Same.

TV—198-204 mc

Topeka Bcstg. Assn. Inc., Topeka, Kan.—CP new commercial TV station on Channel 7 (174-180 mc), ERP vis. 21.1 kw, aur. 10.6 kw unl. AMENDED to change frequency to Channel 11 (198-204 mc), increase ERP to vis. 26.3 kw, aur. 13.2 kw. Omitted by FCC from notice of July 8.

WMOB-FM Starts

THE FM operation of WMOB Mobile, Ala., ABC affiliate, was scheduled to get under way last Thursday. WMOB-FM officials planned to duplicate the entire AM schedule from 6 a.m. to 12 midnight on Channel 248, 97.5 mc with 8.8 kw. WMOB, a Nunn station, is owned and operated by Gilmore N. Nunn and J. Lindsay Nunn. Station manager is D. H. Long.

FCC BOX SCORE

Summary of Authorizations, Applications, New Station Requests, Ownership

SUMMARY TO OCTOBER 7

Class	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM STATIONS	1,779	314[1]		544	310
FM STATIONS	194	723[2]	83	85	36
TV STATIONS	7	116[3]		311	186

[1] 70 are on air; [2] 425 are on air; [3] 22 are on air; [4] 31 are on air. All licensed stations also are operating.

TV APPLICATIONS

Albuquerque, N. M.—Leland Holzer, Channel 5, 76-82 mc, 17.5 kw visual, 8.75 kw aural, antenna height above average terrain 3,987 ft. Estimated cost of construction $179,950, first year operating cost $75,000, no estimate of first year income. Mr. Holzer is owner of a used car company in Los Angeles and has an AM application pending at Long Beach, Calif., and a TV application pending at San Diego, Calif. Filed Oct. 4.

Boise, Ida.—Leland Holzer, Channel 6, 82-88 mc, 20 kw visual, 10 kw aural, antenna 2,961 ft. Estimated cost of construction $152,850, first year operating cost $95,000, first year income not estimated. Filed Oct. 4.

El Paso, Tex.—El Paso Television Co., Channel 7, 174-180 mc, 2.94 kw visual, 1.47 kw aural, antenna 877 ft. Estimated cost of construction $109,000, first year operating cost $84,000, first year income $70,000. El Paso Television is owned by Clyde Weatherby, owner of Hamilton Broadcasting Co., operating KCLW Hamilton, Tex., and is an automobile and heavy equipment dealer at Hamilton. Filed Oct. 6.

Spokane, Wash.—Harry L. Crosby Jr., Channel 7, 174-180 mc, 30 kw visual, 15 kw aural, antenna 2,725 ft. Estimated cost of construction $209,337, first year operating cost $125,000, first year income not estimated. Mr. Crosby listed his holdings as follows: 80% Bing Crosby Enterprises Inc., 45% Bing Crosby Producers Inc., 50% Binglin Stock Farm and 100% Bing Crosby Cattle Co. He also owns 185 shares in KMPC Los Angeles. Filed Oct. 4.

Tacoma, Wash.—Harry L. Crosby Jr., Channel 9, 186-192 mc, 30 kw visual, 15 kw aural, antenna 1,073 ft. Estimated cost of construction $209,337, first year operating costs $125,000, first year income not estimated. Filed Oct. 4.

Tucson, Ariz.—Leland Holzer, Channel 6, 82-88 mc, 20 kw visual, 10 kw aural, antenna 611 ft. Estimated cost of construction $140,325, first year operating cost $75,000, first year income not estimated. Filed Oct. 4.

Wichita Falls, Tex.—Leland Holzer, Channel 10, 192-198 mc, 30 kw visual, 15 kw aural, antenna 199 ft. Estimated cost of construction $163,337, first year operating cost $85,000, first year income not estimated. Filed Oct. 4.

Yakima, Wash.—Harry L. Crosby Jr., Channel 6, 82-88 mc, 20 kw visual, 10 kw aural, antenna 995 ft. Estimated cost of construction $173,337, first year operating cost $90,000, first year income not estimated. Filed Oct. 4.

AM APPLICATIONS

Albany, Ga.—Houston Broadcasters, 1330 kc, 1 kw, fulltime. Estimated cost $32,400. Applicant is licensee of WDIG Dothan, Ala. Filed Sept. 30.

Corning, N. Y.—John S. Booth, 1360 kc, 1 kw, daytime. Estimated cost $20,042. Mr. Booth is 33% owner and vice president of WCHA Chambersburg, Pa., and president and 39% owner of WLEA Hornell, N. Y. He is active manager of WCHA and supervises management of WLEA. Filed Sept 30.

Palm Springs, Calif.—William T. Smith, 910 kc, 500 w, daytime. Estimated cost $31,463. Mr. Smith is owner of Pacific Mill & Lumber Co. (wholesale lumber business), Los Angeles. He has AM applications pending at Ukiah and Bakersfield, Calif. Filed Oct. 4.

Ripley, Tenn.— Ripley Broadcasting Co., 1400 kc, 250 w, fulltime. Estimated cost $24,101. Ripley Broadcasting is owned by Aaron B. Robinson. Mr. Robinson owns Dixie Broadcasting Co., permittee of WDXI Jackson, Tenn.; is 50% owner of Union City Broadcasting Co. Inc., licensee of WENK Union City, Tenn., and owns 550 of 1,200 shares in Cornith Broadcasting Co., licensee of WCMA Cornith, Miss. Filed Oct. 4.

FM APPLICATIONS

Adrian, Mich.—James Gerity Jr., Channel 230 (93.9 mc), 6.95 kw, antenna height above average terrain 170 ft. Estimated cost of construction $18,300. Mr. Gerity is owner of WABJ Adrian. Filed Oct. 1.

Ithaca, N. Y.—Ithaca College, noncommercial educational station on Channel 219 (91.7 mc), 10 w, antenna height 80 ft above ground. Estimated cost $2,850. Filed Oct. 1.

Eight Ask Video Stations of FCC

Requests Filed After Freeze In Television

DESPITE the freeze imposed by the FCC to halt action on television applications [BROADCASTING, Oct. 4], eight requests for new TV facilities were filed last week with the Commission (see FCC Box Score this page for details). At the same time one application, previously filed for a new video station, was withdrawn because of the FCC freeze—that of Harbenito Broadcasting Co., Harlingen, Tex.

Seven of the new applications arrived at FCC last Monday—— three for radio-movie star Harry L. (Bing) Crosby Jr., and four for Leland Holzer, Los Angeles used car dealer.

All seven applications list Bernard Assoc. as the engineering firm and Edward Iannelli as the engineer. One exhibit, listed as 4-A and regarding Sec. 4, page 3, question 11 of FCC's form, on programming plans and policies, is the same in all seven applications. It is headed "Experimentation in Program Techniques and Technical Development."

Harbenito Broadcasting Co., applicant for Channel 9 (186-192 mc) at Harlingen and operating KGBS there, requested, through its attorney, that the application be dismissed, without prejudice, to refiling after the Commission has made its determinations as a result of allocation hearings involving frequencies in the low and high band. The application had been filed Aug. 19. [BROADCASTING, Aug. 23.]

Cleveland 1300-kc Oral Argument Is Postponed

ORAL ARGUMENT on Cleveland 1300-kc case, scheduled for Oct. 18, was continued last week by FCC to Nov. 5, 10:30 a.m. Participants are Scripps-Howard Radio Inc., which operates WEWS (TV) Cleveland and other radio stations, and Cleveland Broadcasting Inc., locally-owned firm which is FM permittee there. FCC has proposed to grant 5 kw fulltime, directional, on 1300 kc to Cleveland Broadcasting [BROADCASTING, July 19].

Meanwhile, the Commission also has scheduled oral argument for Oct. 26, 11 a.m., on requests of the Steinman interests — Keystone Broadcasting Corp. (WKBO), Harrisburg, York Broadcasting Co. (WORK), York, and Reading Broadcasting Co. (WRAW), Reading, Pa.—for new Class B FM facilities. FCC proposed to grant the WKBO request but deny the others on duopoly grounds involving other Steinman stations [BROADCASTING, July 26]. The argument was incorrectly identified as involving an AM proceeding at York in BROADCASTING, Oct. 4.

At Deadline ...

SPECIAL BMB REPORTS FOR 69 STATIONS COMPLETED

BMB's 1948 Interim Area Report showing day and night audiences of 69 stations in some 300 counties and cities, is now being distributed to all BMB subscribers and AAAA and ANA members, with copies available to others at $2.50 each.

Made in March at request of 69 BMB subscribers who did not want to wait for next year's nationwide BMB survey, including number of stations not on air when first national study was made in 1946, interim study was made only in counties and cities which participants asked to have measured and does not claim to report on full coverage of these stations everywhere.

It is intended for use in conjunction with 1946 study. Interim report was paid for by participating stations and not out of general BMB funds.

AT&T QUERIED ON VIEWS OF STRATOVISION LINKAGE

FCC's PROBE of AT&T and Western Union rates for television network relays (earlier story, page 27) recessed Friday to Nov. 3.

Under cross-examination, AT&T Assistant Vice President John J. Hanselman said he thought company would not permit Stratovision relay linkage of AT&T eastern and midwestern networks for World Series game from Boston if telephone company had its own connecting facilities available. Since it has no such link now, he said, interconnection of Stratovision and two networks would be allowed (see bulletin page 4).

MBS GIVEAWAY STAND

CLARIFICATION of MBS' interpretation of what constitutes "audience buying" program stated Friday by Edgar Kobak, president. He regarded as completely acceptable programs awarding prizes to studio audience participants or to those submitting material used on air. Programs that "bribe" listeners to listen for prizes rather than for entertainment, regarded by network as "not good radio and in long run not good for radio," Mr. Kobak said.

KTAN SALE COMPLETED

SALE of KTAN Sherman, Tex., to newly-formed Sherman Broadcasting Corp. by Denison Broadcast Corp. completed, subject to FCC approval. Price not divulged. Euclid T. Fant and Tony Anthony principal stockholders in bidding firm. Present owners are Elmer Scarborough and Joel Carroll, Fort Worth, and Mrs. Mary Stewart, Los Angeles. Otis McKenzie is manager of station, which began operation last December.

WIBK HEARING DEFERRED

WIBK Knoxville, Tenn., Friday granted petition for redesignation of oral argument set Oct. 18 on recommended decision of ex-Comr. Clifford J. Durr to delete station [BROADCASTING, July 5]. FCC continued argument without date. Comr. Durr held Evangelist J. Harold Smith "unfit" to continue WIBK operation.

RMA BOARD OKAYS PROMOTING U. S. TV STANDARDS ABROAD

RADIO Mfrs. Assn. board meeting Friday approved proposal by joint committee of set, tube and transmitter manufacturers to work with export commission in promotion of U. S. standards for TV equipment in foreign markets. Board okayed invitation to NAB and TBA to cooperate with RMA in contesting legality of Pennsylvania license tax against taverns operating TV sets on grounds TV is interstate commerce (see story page 56).

Board also set up committee to offer Wayne Coy, FCC chairman, RMA cooperation in expediting FCC decision in TV case involving ultra high frequencies.

KOB ASKS GRANT

PETITION filed Friday at FCC by KOB Albuquerque seeking removal from pending file and grant of its 4½-year old request for permit on 770 kc, 50 kw fulltime, in such manner that it and WJZ New York would be established as Class I-B stations each with 50 kw power and protecting the other with directional array. KOB now on 770 kc with 50 kw day, 25 kw night under special service authorization first granted in 1941. Licensed for 10 kw on 1030 kc and holder of permit for 50 kw on 1180 kc, KOB received SSA as result of international conflict problems arising with adoption of North American Regional Broadcasting Agreement. WJZ is licensed on 770 kc with 50 kw fulltime.

KSL TOP REALIGNMENT

C. RICHARD EVANS, assistant manager of KSL Salt Lake City since last January, appointed station manager, replacing Ivor Sharp, named executive vice president. Other appointments, announced by KSL board of directors, were: Ralph W. Hardy as assistant manager and D. Lennox Murdoch as executive assistant. Mr. Sharp joined KSL in 1938, later was made vice president and general manager. Mr. Evans with station since 1927, was chief engineer for several years. Mr. Hardy was executive assistant in charge of public affairs. Mr. Murdoch, with KSL for past 18 years, was director of station relations.

DETROIT TV MOTION

MOTION filed Friday by FCC to dismiss appeal of United Detroit Theatres Corp. from Commission's order of Feb. 12 denying movie firm's request that its Detroit video application be put into comparative hearing with request of King Trendle Broadcasting Co. for extension of time to complete construction of WXYZ-TV Detroit [BROADCASTING, March 1]. FCC held U. S. Court of Appeals for D. C., where case pends, is without jurisdiction and case should go before special three-judge District Court. Appeal also termed invalid since 20-day period within which to act had long passed.

VOTING POPULACE ANALYZED

NINETY-FIVE million U. S. citizens will be of voting age by Nov. 2, U. S. Census Bureau estimates in breakdown of population above and below age 21. Bureau released tables covering voting population in recent Presidential years, with breakdowns by states.

Closed Circuit

(*Continued from page 4*)

lar WSB-TV Atlanta. His chief, ex-G James M. Cox, understood to have adv White House it would be impossible to lease him for campaign.

RADIO HAS its own inside Whodunit. N ber of broadcasters in recent negotiati have been set back on their heels by un spokesmen who have quoted actual inco and earning figures. Central source is co dential files of FCC. Idea advanced that cent separations from FCC might elimin possible leaks.

TURN-ABOUT on so-called Avco proce under consideration by FCC may run way: Rescind regulation requiring comp tive bidding on station sales (since FCC c force seller to close with anyone). Req advertising of all station transfers and new station authorizations in local pap on "speak now or forever hold your pea basis. Proposed regulation subject to comm and argument, may be forthcoming this mo

UNIVERSAL International is ready to c sider all contract-production of television proposals without making formal announ ment. Reason for latter said to be fear recrimination by exhibitors.

LONG-OVERDUE ruling on Mayflower torializing decision is irking FCC membe Case was decided last June [BROADCASTI June 21] with instructions to lawyers to dr opinion. Now Law Bureau has been told produce forthwith. Decision in substance to apply yardstick of "fairness," thus resci ing no-editorializing rule and with no h and fast formula on balancing pros and c

PLEAS of broadcasters during round of N district meetings for per-piece privilege SESAC contracts were not uttered in va NAB general counsel, Don Petty, expected meet in New York with SESAC officials. N Music Committee also will tackle problem

TAGGING of approaching Mexico City hi frequency conference as continuance of "c electronic war aimed at U. S." gains credi as world delegates converge on nation be border. Latest rumble: British and Fre want to postpone session or bring early journment before any action can be taken.

FURTHER argument by broadcasters FCC's general allocation proceeding on fi and mobile service (see story page 29) m show that Commission's proposed provisi for broadcast remote pickup facilities wo seriously hamper outside-of-studio progra ming. Broadcasters might have enough channels but insufficient program channels.

PARAMOUNT Pictures through Buchan & Co., New York and RKO Radio Pictur through Foote, Cone & Belding, New Yo looking for video shows.

IN PLANNING stage at famed Cornell is project for TV production unit, proba to be separately incorporated, which wo specialize in public interest TV filming of C nell laboratory, research and agricultu activities. Mike Hanna, general manager WHCU, Cornell's commercial AM operati is sparking project which also encompass operation of TV station by Cornell, for wh application is pending.

KMBC KFRM

HEART BEATS

from the Heart of America

SPECIAL TRADE PAPER EDITION — KANSAS CITY, OCTOBER, 1948

RADIO'S TOUGHEST AUDIENCE CHECK

KMBC-KFRM Team Pioneers in Serving Vast Trade Area

When KFRM went on the air last December 7, it was the first time in history that the government had permitted the operation of a broadcast transmitter a great distance from the main studios. Over 200 miles of special circuits connect the transmitter, 10 miles south of Concordia, in Cloud County, Kansas, with the KMBC-KFRM studios in Kansas City.

When Governor Carlson threw the switch a new radio voice for Kansas City's great trade territory was born—The KMBC-KFRM Team.

"The Team," an entirely new radio term, now is a household word to millions who depend on it for the best rural program service. Many members of the advertising fraternity have tested and studied its effectiveness.

A dream of Arthur B. Church, founder and president, has become a reality. With The KMBC-KFRM Team he has accomplished Kansas City primary trade area coverage otherwise unobtainable.

Phil Evans, director of KMBC-KFRM Service Farms, and associate Ken Parsons, are two of the best livestock and agronomy experts on radio today. They deliver practical information, as does Bob Riley, who broadcasts the livestock markets direct from the Livestock Exchange. Home economist Betty Parker and homemaker Caroline Ellis assist in providing a great home informational service. Erle Smith heads a great news department — tops on "hometown headlines," too. Sam Molen, sportscaster, author, is nationally recognized in his field. The KMBC-KFRM Schoolhouse programs have repeatedly won national honors.

The entertainment field is not overlooked, and the KMBC-KFRM program staff of full-time professional talent is the finest in the entire middle west.

KFRM has doubled the potential listening audience of great program-building station KMBC. Together, "The Team" is enriching the lives of the Kansas City Trade Territory.

Kansas Governor Reports to People Over Station KFRM

Governor Frank Carlson of Kansas brings timely "Reports to the People" of the State each Sunday afternoon at 1:30 p.m. on KFRM. The Governor, at KFRM inaugural ceremonies, stated: "With KFRM, the farmers and stockmen of Kansas have reliable radio service from the great Trade capital, Kansas City."

KFRM Programs Link Rural Audience To Trade Center

The KMBC - KFRM Team brings millions of listeners in the territory, who look to Kansas City as their trade capital, valuable service in the form of market broadcasts, grain, poultry and produce quotations, news and informational features, and good entertainment.

WIDESPREAD COVERAGE . . .
Shaded map shows mail response in KFRM's summer contest, together with KMBC-KFRM contours.

More Than 10,500 KFRM Listeners Respond as Mercury Hits 100°

Audience Loyalty Unprecedented

During the two week period from July 25 through August 7, Station KFRM conducted an audience contest, resulting in an avalanche of mail from loyal listeners totaling 10,800 pieces.

Despite flood conditions in the State of Kansas the first week, of sufficient proportions to isolate many communities, and a heat wave the second week that sent the mercury up to 100 degrees, the letters poured in. The KFRM audience in their response demonstrated a loyalty that is unprecedented—and this in the lowest audience response season of the year!

Listeners were invited to write 50 words or less on "My Favorite KFRM program is ..... because". Every single program on KFRM received numerous votes as the favorite. It is significant that the largest percentage of votes went to the KFRM features devoted to agricultural activities. The economic factor of receiving reliable, up-to-the-minute market and farm information (which aids farm families) was mentioned repeatedly by contest entrants. "Interesting presentation of facts" was praised.

Entertainment groups and personalities of The KMBC-KFRM Team received generous mention, too, indicating the popularity of the talent staff. Such outstanding entertainment programs as The Texas Rangers, Dinnerbell Roundup, Brush Creek Follies, and Western Roundup, received hundreds of first place votes.

Quite surprising to the contest judges was the fact that several hundred entrants, although asked to name a single KFRM program, chose to write their letter about the station or the entire list of programs carried by KFRM. Many entrants stated quite frankly that it was somewhat difficult for them to select a particular favorite, since in their opinion, there were numerous programs they considered outstanding.

This splendid response to the contest, during a normally slow season for letter writing, made further slower by the handicap of floods and a heat wave, proves clearly that KFRM, teamed with KMBC has won the loyal attention of millions of listeners in the Kansas City Trade area and is performing a vital service for them.